A CENTURY IN PRINT
THE STORY OF HAZELL'S
1839–1939

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1839–1939

BY

H. J. KEEFE

ILLUSTRATED BY
DENNIS FLANDERS AND OTHERS
AND WITH NUMEROUS
PRINTS, PHOTOGRAPHS AND
FACSIMILES

WITH A FOREWORD BY
RALPH C. HAZELL

LONDON
HAZELL WATSON & VINEY LTD
1939

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Watson & Viney Ltd., London and Aylesbury.
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THE GLORY
AND POWER OF
PRINTING
IS NOT ALL IN THE PAST. ITS
INFLUENCE IN THE PRESENT MAKES
IT A POWERFUL CONSERVATOR OF
HUMAN PROGRESS. IT IS THE HANDMAIDEN
OF ALL THE ARTS AND INDUSTRIES, AND
A MOST EFFECTIVE WORKER IN THE
WORLD'S WORKSHOP, TO POLISH
AND REFINE THE CIVILIZATION OF THE AGE.

CARLYLE

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FOREWORD

THIS BOOK primarily tells the story of the growth of a printing business during the past hundred years; but it does more than this. Mr. H. J. Keefe, after much painstaking research, has succeeded in weaving into his story of our Firm much of the social and economic history of the period.

A hundred years ago the development of printing and, consequently, the diffusion of knowledge were gravely hampered by the heavy Paper Duty, by a tax on all advertisements, and by the Stamp Duty on newspapers. The State shirked its responsibility for education, with the result that, despite much well-meaning philanthropic effort, the bulk of the population was illiterate. Poverty was widespread; life was rough and often brutal; and social conditions generally, judged by present standards, were deplorable. Industrial welfare, as the term is understood today, was practically unknown.

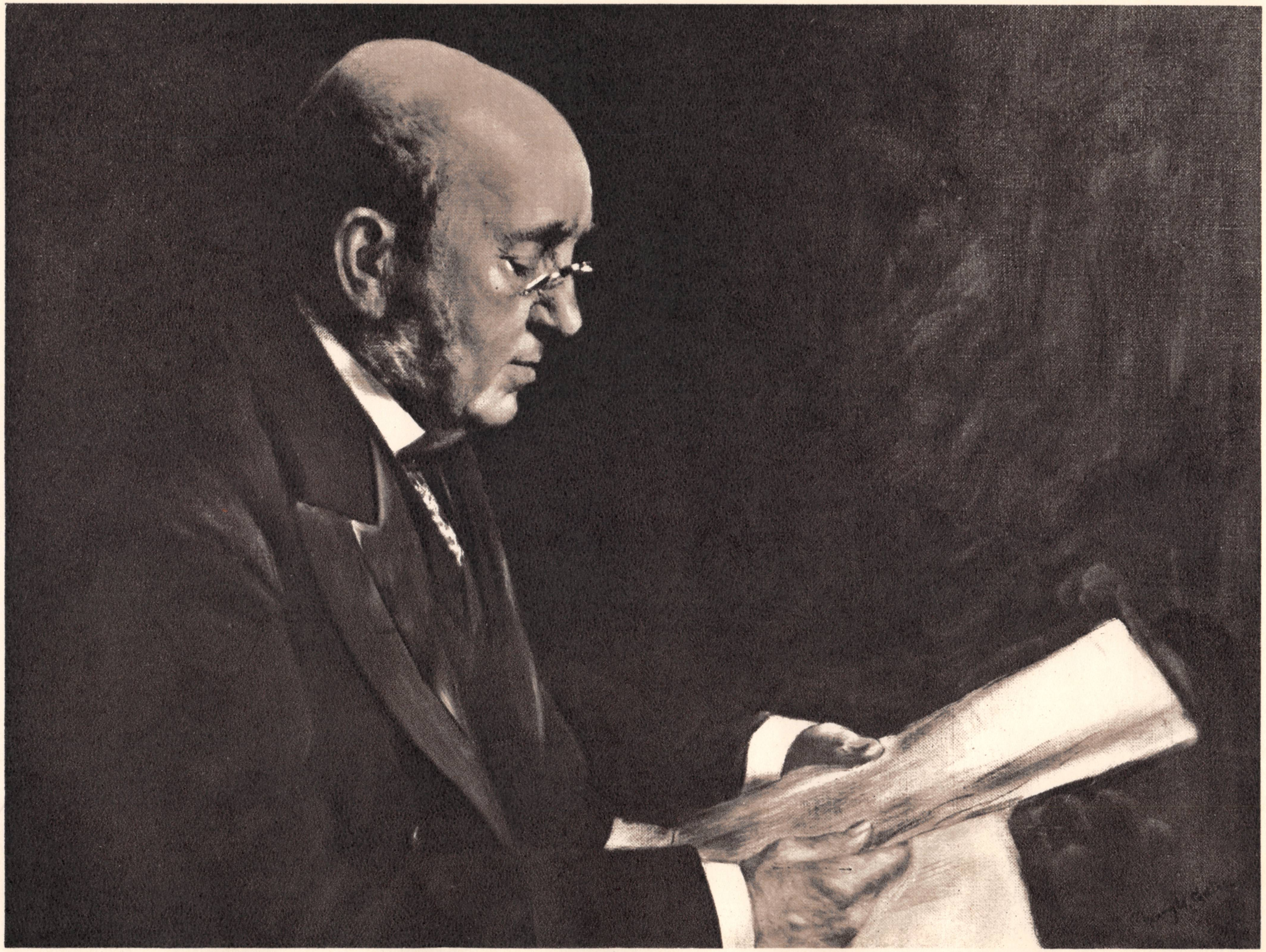
Gradually, sometimes by almost imperceptible stages, conditions improved. Later in the century under review, the pace of advance quickened notably. It may fairly be argued that the printing press has contributed its share to the striking progress which has been achieved.

Much of the information contained in this volume has been gathered by the author in conversations with the present Directors and with the older employees and pensioners of the Company. We are especially indebted to the wonderful memory of Mr. George Dunn, who entered the service of George Watson, senior, no less than seventy-eight years ago, and who is still living happily in retirement at the age of ninety-two. Alderman Thrasher, Mr. W. Malin, Mr. H. Atkins, and others have also helped in building up for us a vivid picture of bygone times.

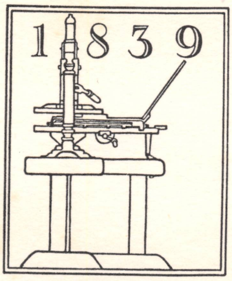
I desire in the name of my co-Directors and myself to express appreciation of the support received from an ever-widening circle of customers. It is pleasant to record that customers have in very many cases become friends, and sometimes also colleagues. To our staff I would say a sincere word of thanks for their loyal and skilled service. I gratefully acknowledge also the services rendered to the Firm by my colleagues, past as well as present. Whatever success has been achieved by the Company is due to the generous support it has received from all these sources.

In reviewing this record of progress made during the past hundred years, we recognise that there should be no thought of finality. We can look back with thankfulness and even with pride. We look forward to whatever the future has in store for us with a determination to conduct the business in a way which shall be worthy of our forerunners.

Ralph C Hazell.



WALTER HAZELL AT HIS JUBILEE IN 1913



THE STORY BEGINS

CHAPTER ONE

A "COCK ROBIN" PRINTER'S PROSPECTS IN 1839

Small Beginnings—Printing an Infant Industry
Early Victorian Illiteracy—" The Schoolmaster is Abroad"—Crushing Taxation—Tiny Output of the Press in 1839—Darkest London a Century Ago—Ideas Slow to Travel
Sale of Periodicals and Books

WHEN, in 1839, a certain William Paul rented a portion of 14 Kirby Street, Hatton Garden, and there set up in business as a printer, his craft was about four hundred years old. Caxton would have found little that was unfamiliar in Paul's equipment apart from the type; he would merely have remarked upon its meagreness: great quartos were far beyond its capacity; in fact, William Paul was just another " cock robin printer " added to scores then in London.

Tiny as William Paul's business was, both when he started it in 1839 and when he sold it some four years later, nevertheless, directly out of it has grown the great firm of HAZELL's whose Centenary this book is written to commemorate. In tracing the course of that evolution, we shall be also tracing the development of Printing, starting from the era when, though venerable as a craft, it was barely in its infancy as an industry.

On the occasion of a centenary we have to cast our minds and imaginations far back into the past. A hundred years, in the eyes of Man, has always been regarded as a long time, but the century which links—one would not say separates—1839 and 1939, if measured by Change, is the longest in remembered human history. Only time can show whether Change on such an unimagined scale, Change travelling at such an unimagined speed, is pursued by Good on winged or lagging feet. Hope, so far, is the leader in the race.

Printing is an industry especially conditioned by the ideas and customs of each age, and by the general level of a nation's intelligence and culture, a level which it does much to raise or lower. Therefore, a few facts about this England as William Paul and his journeymen knew it when Victoria was a Virgin Queen about twenty years of age are needed if we are to appreciate why the growth, not only of HAZELL'S, but of all printing firms, was so much slower during the earlier half of the nineteenth century than that of other industries.

The outstanding fact about London and England in 1839 is that one-half of the population could not write even their names, and a full third could not read. Education until the end of 1838 was regarded by the Government as purely a private matter for the parent, in which the State was not required to interfere; but in 1839 a Board of Education[1] was set up, and Parliament by a majority of 2 voted a whole £30,000 for it to spend in its first year of existence. For more than three decades State expenditure on education continued to be a mere trifle. The percentage of illiterates certainly decreased gradually in the first half of Victoria's reign, thanks largely to voluntary effort in founding new schools; but the problem was not fully faced until 1870, when compulsory education was introduced.

Brougham summed up the age with which we are dealing by saying, " The Schoolmaster is abroad." More important was the fact that the Pupil was abroad also. Never before had there been such eagerness to acquire knowledge, or so widespread a passion for self-improvement. Publishing firms began to dream dreams. Constable told Sir Walter Scott in 1825 he was going to issue " three-shilling or half-crown volumes every month, which must

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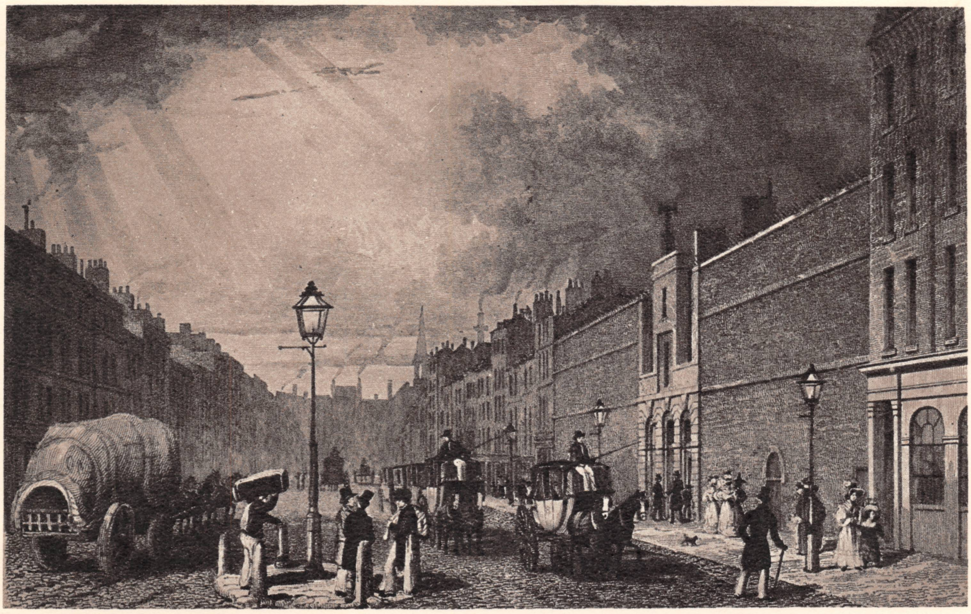
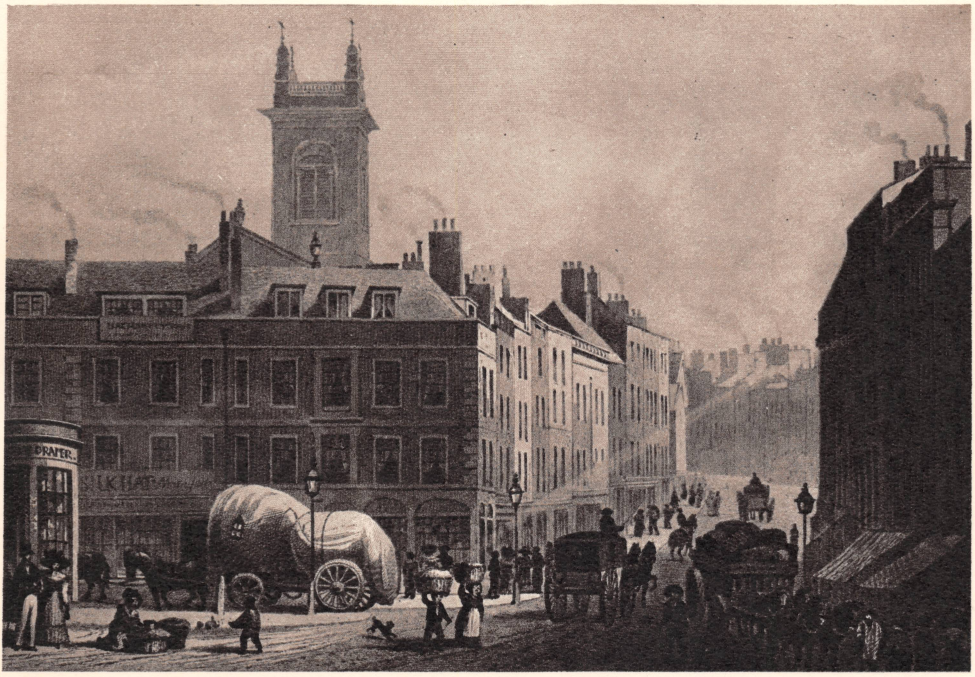
[1] Strictly speaking a Committee of the Privy Council, usually referred to as " My Lords " in educational circles.

LONDON LANDMARKS WITH HAZELL ASSOCIATIONS

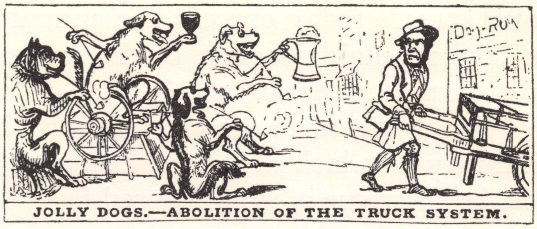


The Fleet Prison, seen on the right, with its gateway set between blank walls, was only a stone's-throw from Hazell's when they were founded in 1839. Soon afterwards it was demolished, to the great sorrow of many of its prisoners.

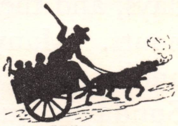


Holborn Bridge, about a century ago, looking up Holborn Hill, a stiff incline leading from Farringdon Street to the present Holborn Circus, quite close to Hazell's original home in Kirby Street. The Viaduct, which smoothed out Holborn Hill, was not even contemplated in 1839. St. Andrew's Church is seen on the left.

and shall sell, not by thousands; . . . but by hundreds of thousands—ay, by millions.” He actually sold hundreds, and those mostly to libraries and country book clubs. “The total revolution in the art and traffic of bookselling” Constable dreamed of thus came to naught. It was not illiteracy, even though appalling in its extent, that baulked Constable; nor was it lack of firms able and willing to design plant for mass-production, since steam had been applied to newspaper printing since 1814, and machinery had been vastly improved in the intervening years. The monstrous Paper Duty baulked Constable as it was baulking Charles Knight.[1] This duty was *reduced* in 1844 to 1½*d.* a pound (say £15 a ton), or more than the entire cost of quite a fair paper in these expensive times.



JOLLY DOGS.—ABOLITION OF THE TRUCK SYSTEM.



Hill-usage.

In 1839 there were signs of a softening of manners. In the drawings given here, with their original captions, George Cruikshank shows London dogs celebrating the Act, passed in that year, which prohibited them from being used for draught purposes. The R.S.P.C.A. was already very active a century ago. HAZELL’s, it is interesting to note, were the original printers of the Society’s official organ, *The Animal World.*

Proprietors of weeklies and monthlies were far worse off than book publishers. They had to forgo much advertisement revenue because each announcement was taxed eighteenpence. In addition to both these imposts, newspapers had to pay Stamp Duty of a penny on each copy.

How crippling these burdens were may be seen when it is realised that a single weekly like *The Radio Times* sells more copies in two months than the sixty weeklies published in 1839 put together sold in a year, and that the retail value of a year’s output of HAZELL's today exceeds the annual retail value of the output of the reputable section of the entire British Press, excluding newspapers, a century ago.[1]

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[1] One of the great pioneers of cheap literature sold in weekly penny parts through the Society for Diffusing Useful Knowledge. The enterprise entailed heavy losses.

Another great factor which kept back the growth of the printing industry was lack of leisure for reading. Every worker outside banks and some offices laboured from 8 to 8, and 8 to 5 on Saturdays, and there was no serious movement afoot aiming to reduce hours. Many of the shops were at their busiest between 9 p.m. and 11 p.m., and much Saturday shopping was postponed until Sunday morning, when the gin palaces and beershops were closed.

The idea of Welfare of Employees, as we understand the term, had dawned on only a very few masters—notably Salt (of Saltaire fame) in Yorkshire, and one or two cotton spinners in Lancashire. The workers were generally regarded as free Englishmen able to fight their own battles, and were left to house themselves as best they could, and repress their children's craving for food and warmth with a stern hand.

There was a universal prejudice against purchasing slave-grown sugar from the Southern States, but none against slave-grown cotton transformed into fabric. The woman who rated her grocer for supplying sugar from Georgia was quite unaware that the half-ton of coal pitched into her cellar that morning had been hewn by two young apprentices, and then hauled on a truck by a boy of six crawling through a stifling tunnel which only such a mite as he could negotiate. The miner to whom this little slave was apprenticed often hewed little coal himself, but spent much of his time on the surface drinking and cockfighting.

If we could visit the London of a hundred years ago, we should realise how much was waiting to be done by the printed word which only the printed word could do. Look at the Rookery of

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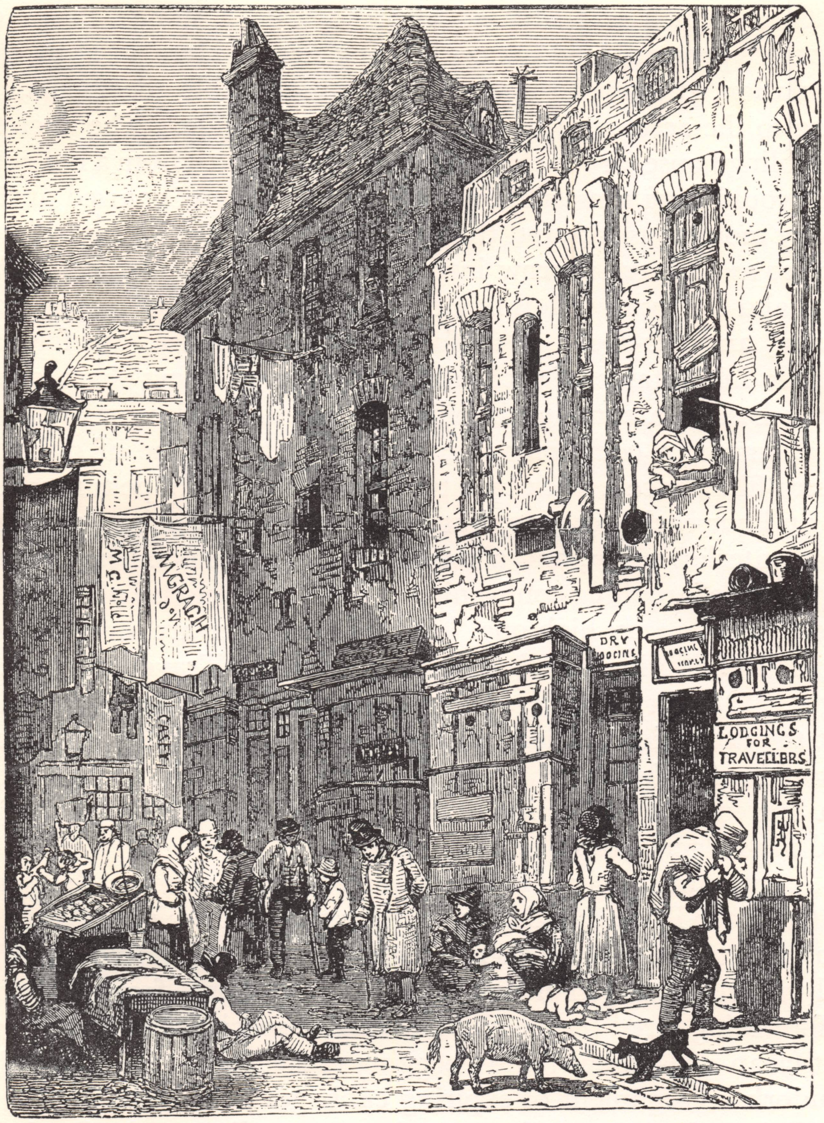
[1] The estimate of the annual returns of the commerce of the Press in 1843, excluding newspapers, was £735,000. To this figure must be added a considerable sum for "Penny Dreadfuls," which had a vast sale among the masses (see note on page 7), but its value cannot be estimated accurately.


DRY LODGING
LODGINGS FOR TRAVELLERS

The Rookery of St. Giles, which a century ago was quite close to Hazell's present Head Office in Long Acre. In 1839 the Rookery, described in this chapter, represented Darkest London at its worst.

St. Giles, which was situated almost within a stone's throw of HAZELL's present Head Offices in Long Acre. Here, in 1839, the population, crammed somehow into unspeakable tenements, is 2,522 to the acre, say 1,614,000 to the square mile.[1] The ancient crumbling houses are so close together that, viewed from a balloon, they would form a mass like a vast decayed cheese, gnawed at the top by monstrous rats,and then cut in a hundred different directions so as to leave narrow interstices between each piece. The lanes and the byways thus made connect and reconnect, cross and recross, and *culs-de-sac*, so useful to pursuing police, are few.

The inhabitants of each alley or group of alleys share other things besides a common liability to contract typhus or cholera; for example, a common water-supply, in the shape of either a cistern filled once a week by a turncock, or a standpipe turned on for an hour each weekday, but not at all on the Sabbath; a common waterless privy; and a common festering muck-heap, which is gleaned of anything conforming to the local standard of edibility, in one sense a very high one. Hereabouts there are several lodging-houses offering Good Accommodation for Travellers at 3*d.* a night. One, in the endeavour to outdo rival establishments, holds out the attraction of clean sheets once a month and a periodical entomological *battue*, or, in the proprietor's own forthright words, " a bug 'unt at reg'lar intervals; it keeps 'em down wonderful, and my lodgers sleep like babbies."

A constant supply of running water would not be much appreciated in the Rookery: gin is ruined by overmuch dilution, and the inhabitants are sparing also in the other uses of a liquid essential only when a little girl or boy has to be washed as to face and hands before being hired by the childless couple specialising in the poor-but-clean-and-honest-family begging racket, or when a vegetable vendor's consignment of expiring cabbages needs reviving.

This attitude towards water is not peculiar to the Rookery.

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[1] At this density the whole of the population of England and Wales a century ago could have been " housed " in an area of less than 10 square miles.

In the whole of the Metropolis in 1839 there is not a single public bath or wash-house. Paris has had these amenities since the Middle Ages, but, six hundred years on, they have not reached London.

There were, however, many signs that the conscience of the nation was stirring. The Government began to inquire into many of the worst evils; as Sydney Smith said, the whole earth was in commission. But it was largely a horse-drawn, sail-borne world. Railways were still in the building stage, especially in the south, and the electric telegraph was but a signal-box necessity. Ideas therefore travelled slowly, and the tiny output of the Press did little to spread them. It is hard for us to imagine a state of affairs in which only enough fivepenny newspapers were printed to supply each adult with six copies a year ; but so it was in 1839. The supply of monthly publications equalled about two copies a head annually. The figure for weeklies, however, was much higher, and averaged seventy-five copies an adult head per annum.[1] As for books, about one person in five bought one each year.

When HAZELL's were founded, there was certainly ample scope for development in the printing trade.

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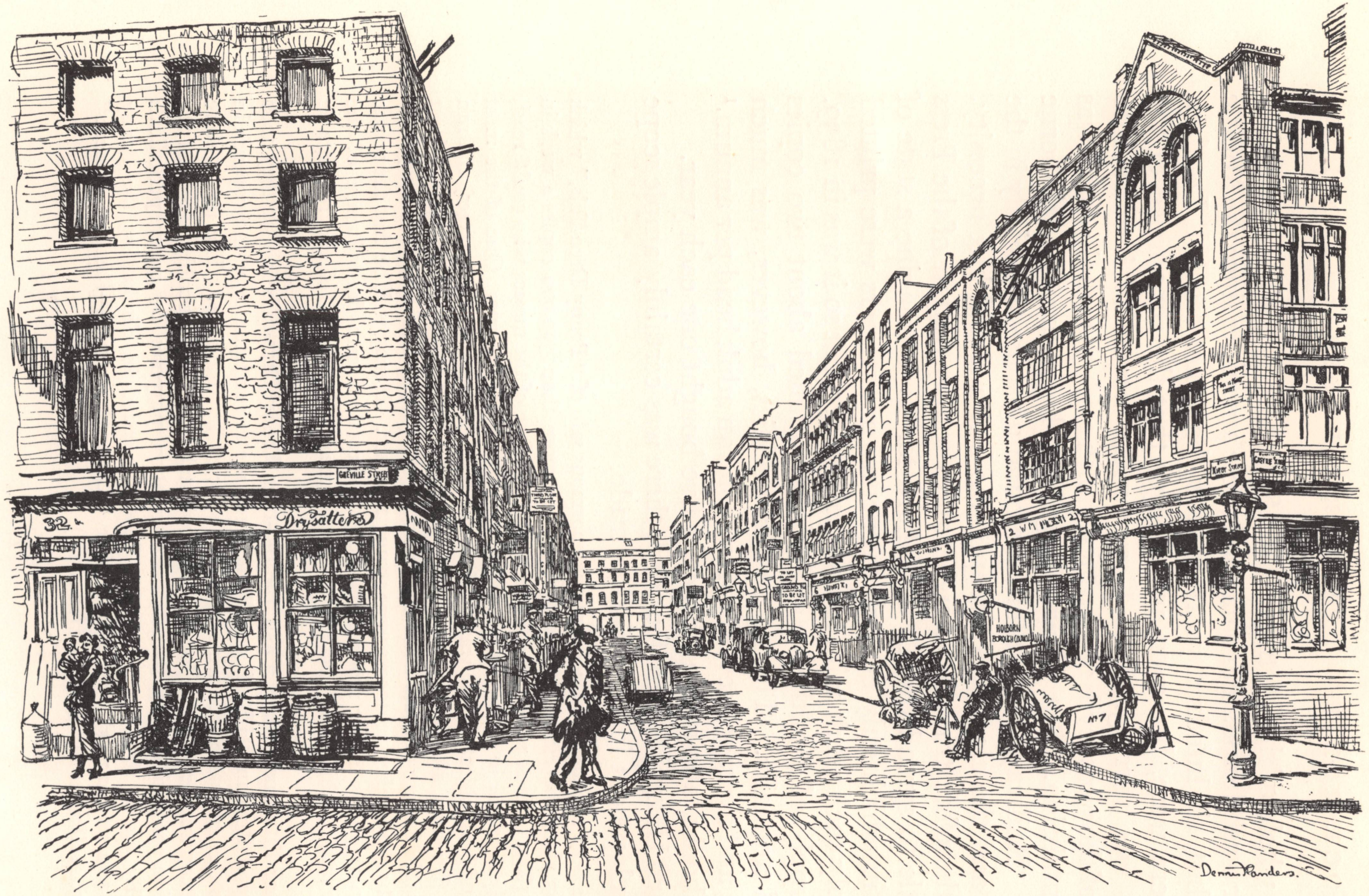
[1] This does not take into account the enormous sale of "Penny Dreadfuls," which in London alone was estimated at 28,000,000, or more than 500,000 copies a week in the year 1845. These serials, the favourite Sunday fare of the masses who could read, were truly dreadful in many cases, and often extremely salacious. One of the most famous and least objectionable was *Black Bess,* which extended to 2,067 pages, and ran for about five years, after which a sequel was started. No one seems to have pointed out a remarkable feature of *Black Bess*: every sentence in the narrative formed a separate paragraph; in speeches, sentences were strung together. It may well be that the vogue of short paragraphs in our newspapers today is directly due to the influence of the Penny Dreadful, which for generations was the most serious rival of the respectable Press.

Another little-known fact about the old-time Penny Dreadfuls is that they took advantage of Rowland Hill's Penny Postage scheme to run lotteries, with twopence in stamps as the entry fee, the winners being selected by drawings. The prizes were usually cheap watches. These lotteries were winked at. They probably suggested the subscription competitions run largely for circulation purposes by many periodicals today. By about 1873, the reputable Press succeeded in eliminating the Penny Dreadful as a serious rival. (See the article "Cheap Literature—Past and Present" in *The British Almanac and Companion* for 1873.)


32
Drysalters
GREVILLE STREET
KIRBY STREET
HOLBORN BOROUGH COUNCIL
No 7
Dennis Flanders.

Where Hazell's were started in 1839.

Kirby Street, in which Hazell's were founded 100 years ago, has greatly changed, but the houses on the left retain their Georgian air. William Paul began business at 14 Kirby Street, a good way down on the right. In 1841 he moved to No. 5, nearer the foreground on the same side, and identifiable by the number shown in the drawing.

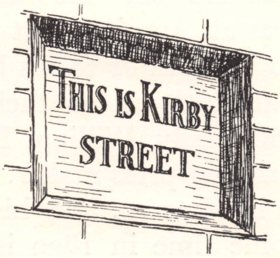
CHAPTER TWO

WILLIAM PAUL IN KIRBY STREET

Besant's Slip—The Scandalised Admiral—A City Garden
Old Smithfield—A Printing Antique

KIRBY STREET, where William Paul set up his press a hundred years ago, stands in a neighbourhood which Victorian and present-century builders have not treated quite so badly as the other localities in London. Hatton Garden and the surrounding area still retain a certain *Georgianness*, and of this Kirby Street possesses its fair share. It is still paved with the granite setts that Paul himself trod, and though the whole of the east side where he lived and worked has been rebuilt or refaced, over the way the buildings have undergone no drastic change. Their pleasing Georgian unity remains to reproach the rebuilders of too much of London since their day.

The only piece of antiquity still surviving on Paul's side of the road is the stone tablet let into the building at the south-east corner, with the inscription shown on the right.

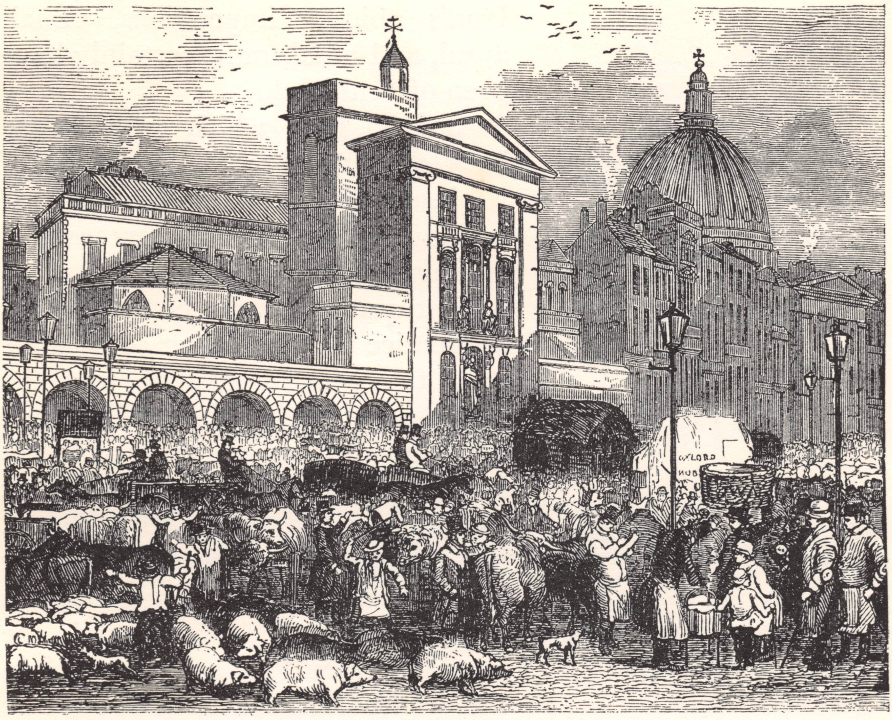


The tablet must be fully two centuries old. It seems to have escaped the notice of Sir Walter Besant, which is a pity, because, had he been aware of it, he would probably not have made the error of saying in his little monograph on Holborn that Kirby Street is named after John de Kirkeby, Bishop of Ely, who died in 1290. In reality the street recalls the title of the last owner of Hatton House, Christopher Hatton, whom Charles I created Baron Hatton of *Kirby* in Northamptonshire in 1643.

In 1839 Kirby Street, according to the rate-books, was composed only of dwelling-houses, but we know that some of them were used by their occupiers for their own business, or let in part for commercial purposes. Thus William Paul rented a portion of No. 14 from John Pile, the tenant, in order to start his printing venture. It must have prospered, for within about eighteen months Paul was able to move to No. 5, a few doors south on the same side of the road, of which he took a lease from Lady Day, 1841. No. 5 Kirby Street is always regarded as the original home of HAZELL's, and it remained the heart of the business until 1869, when the Head Office was moved to a communicating building, 28 Charles Street.

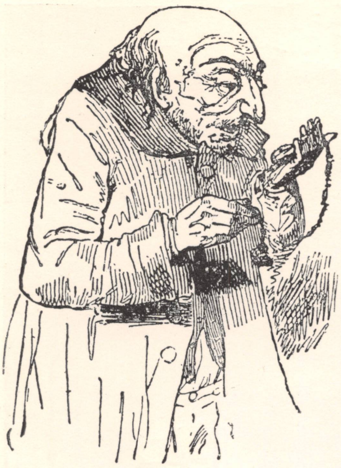
William Paul was not the founder of HAZELL's in the true sense of the term; he merely planted the seed from which the great business has grown. Nevertheless, it is disappointing to have to state that prolonged research has failed to throw much light on the man himself. He was of French Huguenot extraction. His father was an Admiral, but the Navy as a career did not appeal either to William or to his brother George, and these two young men launched out on their own account. Greatly to the scandal of the family, William Paul became a printer, and George Paul a printing-press maker. Where William Paul received his training is not known, and his setting up as a printer in Kirby Street some time in 1839 is the first definite news we have of him. Samuel Brice, a friend of the family, was already settled in Kirby Street, and that may have decided William Paul to start there.

No. 5 Kirby Street continued to be rated as a dwelling-house after Paul took it over, and it seems certain that he lived above his works. The house, like No. 6 next door, probably had a garden. There were a number of pleasant gardens in that neighbourhood in those days, but only one now remains, its survival being due to the terms of an old lease. It is at 51 Hatton Garden—quite an anomaly in the City of London today.



In 1839 Smithfield, only a mere step from HAZELL's original home in Kirby Street, Hatton Garden, was the largest live-cattle market in the world, and droves of bullocks, pigs, and poultry were a common sight in the City.

There were other things at that time close to Kirby Street besides gardens to recall nature. Smithfield was still the Smithfield of old, the largest live-cattle, sheep, and pig market in the world, with another thirteen years of life yet before it. It had recently been enlarged to 6¼ acres, but even so the suffering of the wretched animals through overcrowding and thirst was heart-rending. We do not know what the acoustics of Kirby Street in relation to Smithfield were, but if they were good, any resident wakefully inclined, especially in the back bedrooms at Paul's end, had disturbed rest on Sunday nights. When he left Kirby Street,



Oliver Twist was being serialised in the year HAZELL'S was founded. Saffron Hill, the haunt of Fagin and his pupils, is just at the back of the Firm's original home. Fagin is seen above as Kenny Meadows drew him.

Paul's abiding impressions, visual, aural, and nasal, must certainly have been of Smithfield.

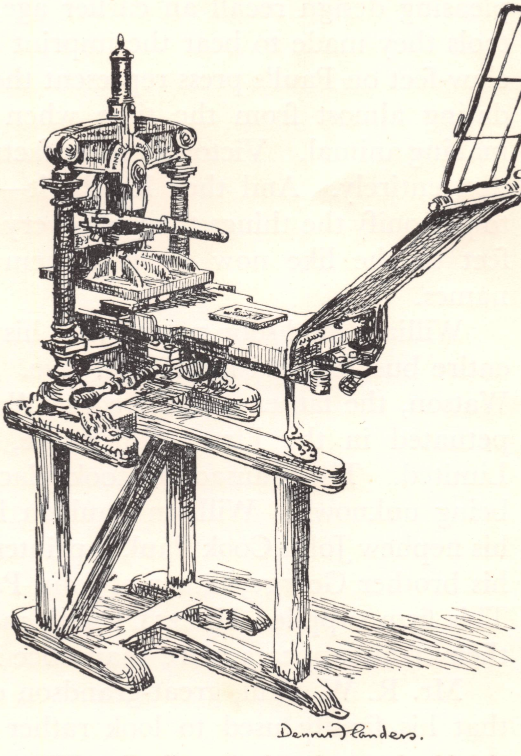
Saffron Hill, which runs at the back of Kirby Street, the haunt of Fagin and his pupils, would be avoided by Paul; no sound customers were to be found there, and his only dealings in that quarter would be to send his apprentice to lodge bitter complaints with the wife of Fantail Joe, the dustman, at 12a Saffron Hill, when Joe happened to be tardy with his weekly collections. Bleeding Heart Yard, a mere step from 5 Kirby Street, had as yet no Dickens associations, but *Oliver Twist* was appearing serially in 1839, so Saffron Hill was much in the limelight when Paul came to work in the neighbourhood.

Many of London's famous institutions were still in existence just a hundred years ago, notably Bartholomew Fair. If Paul visited it in 1839, he saw the last of the fairs held in Smithfield, which maintained the old traditions in full. In 1840 theatrical booths were abolished, and after that it dwindled so rapidly that, in 1850, when the Lord Mayor in full fig came to proclaim the opening of Bartholomew Fair, he found no fair, not even a gingerbread stall.

The Fleet Prison in Farringdon Street, nearby, had plenty of inmates in 1839; many had been there so long that they had no wish to see the outside world again. Five years later, however, it was razed to the ground. But debtors' prisons were a commonplace then, and Paul would hardly have our eagerness to see the interior of the place to which Pickwick was sent to purge the breach of a promise he did not make.

During William Paul's brief tenure of 5 Kirby Street an event of great interest to printers occurred. Moxon, the publisher, was held guilty of blasphemy in issuing the works of Shelley, though he was ably defended by Serjeant Talfourd.[1] The decision created much astonishment and much indignation except among those of the narrowest views. The Press a century ago still laboured under many trammels, some of them quite unsuspected by the general run of printers. For instance, it was a breach of privilege until the year 1845 to publish the will or the life of a deceased member of the House of Lords without the permission of his heir or executors.

The most important event of all at this period was the introduction in 1840 of Rowland Hill's Penny Postage scheme, which induced many adults to learn to read and write in order to correspond with their kith and kin at a distance. Rowland Hill, in launching this experiment—originally it was authorised by Parliament only as an experiment for a limited time—deserves special honour from printers for the impetus he gave indirectly to their industry by stimulating the desire of the masses for education.


Dennis Flanders.

William Paul's press, bought new by him in 1843. It remained in continuous use by HAZELL'S until 1902, when it was honourably retired. Notice the claw-foot ornamentation. The press was suitable for small posters, handbills, or pamphlets.

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[1] To whom *Pickwick Papers* is dedicated.

But to return to Kirby Street. William Paul must have succeeded in building up a fair connection. In 1843 he added a new press to his equipment, and this press is the only tangible link HAZELL's possess with the man who started the business from which they sprang. It was supplied by Hopkinson & Cope, of Finsbury, and was in constant use until 1902, when it was honourably retired, and it now reposes at the Head Office in Long Acre.

That the press was new when Paul bought it is shown by the date 1843 stamped on it, but the claw-foot ornamentation and the pleasing design recall an earlier age, when men liked even the tools they made to bear the imprint of their individuality. The claw-feet on Paul's press represent the dying flicker of a tradition dating almost from the time when Man first became a tool-making animal. Victorian manufacturers soon ignored the tradition entirely. And they lost by it—materially.[1] Workmen like to personify the things they use every day, but there are no claw-feet or the like now to help them in choosing suitable nicknames.

William Paul soon parted with his new press, together with his entire business and its staff of five. The purchaser was George Watson, the father of the George Watson whose memory is perpetuated in the Firm's full name, Hazell, Watson & Viney, Limited. The transaction took place in 1843, the precise date being unknown. William Paul on leaving Kirby Street joined his nephew John Cook Paul, a printers' sundriesman, with whom his brother George, father of John Paul, was already associated. This firm supplied HAZELL's with material for many years, and their name appears more than once in an old ledger.

Mr. R. W. Paul, great-grandson of Mr. George Paul, tells us that his family used to look rather wistfully at the growth of

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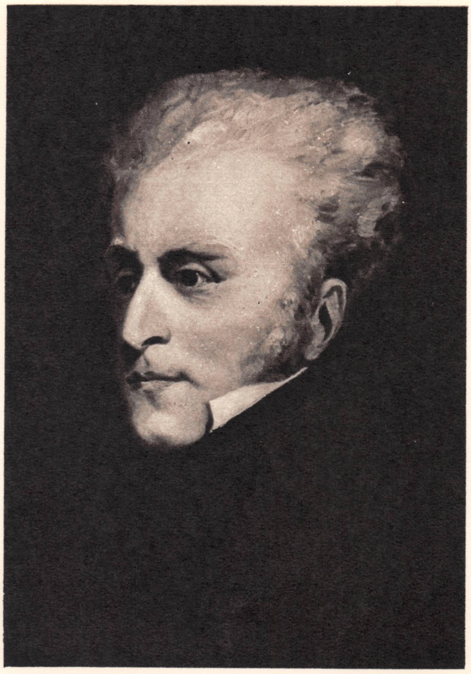
[1] Taine in his *Notes on England*, which appeared in *The Daily News* in 1871, records that a Paris ironmonger imported some tools made in England, but could not sell them in spite of their excellent quality and moderate price. "The Parisian workmen examined them, handled them, and ended by saying—'They do not please the eye.'"

GEORGE WATSON, Senior
in 1864

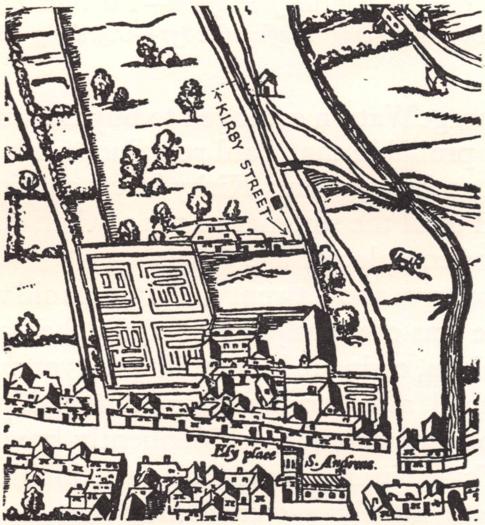


JOHN SMITH
of Long Acre

Mrs. JONATHAN HAZELL
c. 1850

JONATHAN HAZELL
in old age

HAZELL's. Mr. Paul remembers his father, who married a daughter of Samuel Brice referred to above, saying more than once: "I ought to have had a share in HAZELL's, if my great-uncle William had not sold out to old George Watson."



The site of the future Kirby Street where HAZELL's business originally started in 1839, has been specially shown on this map of what is now the Hatton Garden area, drawn by Ralph Agas in Queen Elizabeth's day. The approximate site of No. 5 Kirby Street is marked ■.

CHAPTER THREE

GEORGE WATSON THE ELDER PLUNGES INTO "BOILING WATER"

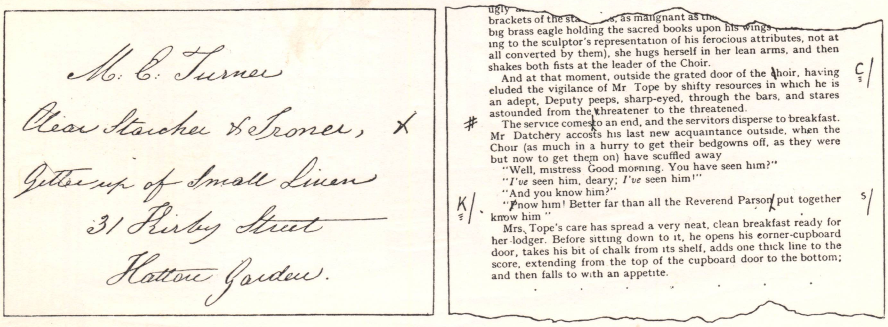
From Tring to London—Running Two Businesses—Old Tom
Training of Hazell's Earliest Journeymen—The First Big Contract
Magazine Day—One-way Traffic in 1857—Overdoing Propaganda

AFTER George Watson arranged to buy the business in 1843, it seems probable that Paul remained with him for a few months, as the rates on 5 Kirby Street continued to be paid by William Paul until the summer of 1844, when one may assume the purchase was completed.

George Watson was about twenty-eight years old when he started in London. He was originally intended for the Baptist ministry, but gave up the idea, owing to his inability to overcome a hesitancy of speech. Instead, after serving his apprenticeship under a man named Patterson, to whom he subsequently gave employment, he set up at Tring, in Hertfordshire, as a jobbing printer and stationer. It was merely a coincidence that George Watson's start was made at Tring, which is only seven miles from Aylesbury, where, in 1867, a fresh beginning was made by Walter Hazell and George Watson, junior. With a young wife and, soon, a child to support, Mr. Watson acted cautiously on coming to London, and did not dispose of his business at Tring until he felt firmly established in Kirby Street. He could run the two concerns without neglecting either, because in 1843 Tring was one of the most easily accessible of places from London. It was a "capital letter" station in the London and Birmingham Railway time-tables, and had thirteen down and fourteen up trains a day, four of them taking only seventy-one minutes from Euston Grove, which is much the same as the time for slow trains today. Aylesbury was connected with the main line by a branch line from Cheddington, but it had only three trains daily up and down.

In 1848 George Watson decided to concentrate on his London connection, selling that at Tring to his apprentice, Mr. E. C. Bird, who carried on the business there for fifty-eight years after buying it from his master, retiring only in 1906. The quaint building in which George Watson started his career as printer has now been demolished; it occupied a site a few yards to the east of the Rose and Crown Hotel.

There is nothing worthy of note in the early efforts of George Watson the elder to develop the small concern in Kirby Street. He printed booksellers' catalogues, auctioneers' catalogues and posters; the transactions of learned bodies, policies for the



M. E. Turner
Clear Starcher & Ironer,
Getter up of Small Linen
31 Kirby Street
Hatton Garden.

ugly
brackets of the st s, as malignant as the
big brass eagle holding the sacred books upon his wings
ing to the sculptor's representation of his ferocious attributes, not at all converted by them), she hugs herself in her lean arms, and then shakes both fists at the leader of the Choir.

And at that moment, outside the grated door of the choir, having eluded the vigilance of Mr Tope by shifty resources in which he is an adept, Deputy peeps, sharp-eyed, through the bars, and stares astounded from the threatener to the threatened.

The service comesto an end, and the servitors disperse to breakfast. Mr Datchery accosts his last new acquaintance outside, when the Choir (as much in a hurry to get their bedgowns off, as they were but now to get them on) have scuffled away

"Well, mistress Good morning. You have seen him?"

"*I've* seen him, deary; *I've* seen him!"

"And you know him?"

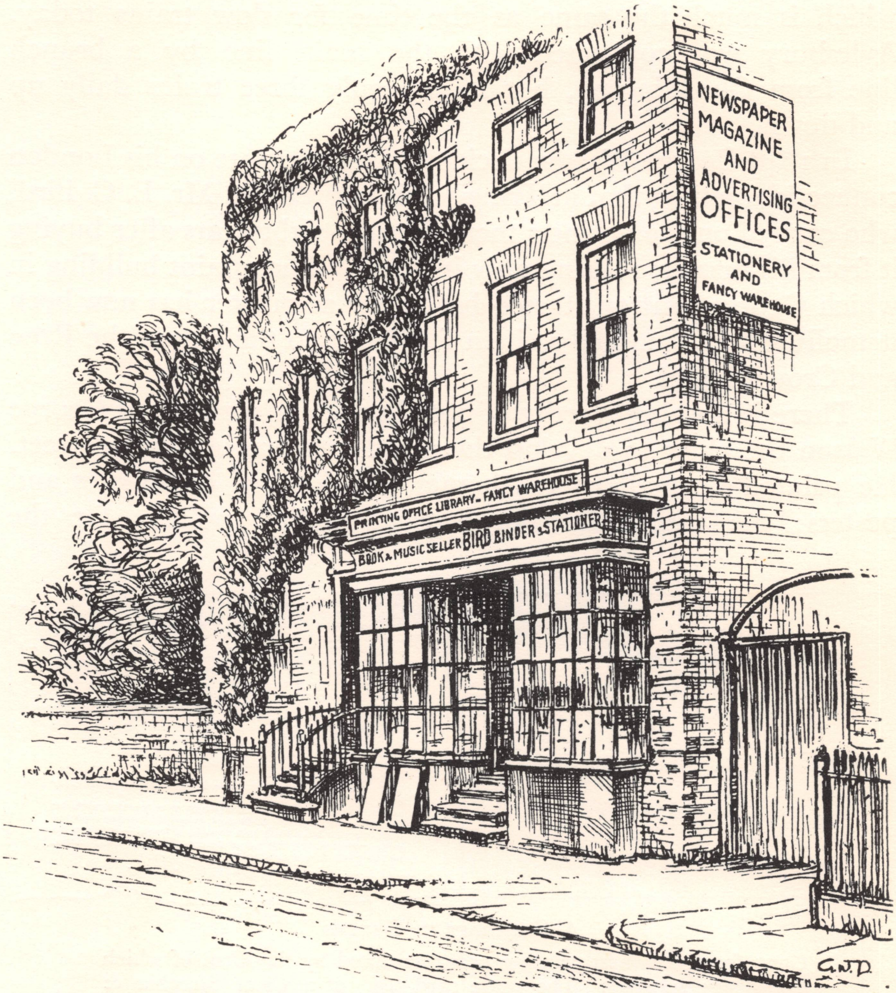
"Pnow him! Better far than all the Reverend Parson put together know him "

Mrs. Tope's care has spread a very neat, clean breakfast ready for her lodger. Before sitting down to it, he opens his corner-cupboard door, takes his bit of chalk from its shelf, adds one thick line to the score, extending from the top of the cupboard door to the bottom; and then falls to with an appetite.

. . . .

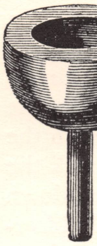
A CONTRAST IN ORDERS

Copy for the earliest printing order executed by the Firm of which knowledge survives. The trade card (*left*) of a Clear Starcher & Ironer, & Getter Up of Small Linen, living nearly opposite HAZELL's original home, was printed by one of their Founders, either William Paul or George Watson, close on a century ago. Compare this trade card with an order for more than 4,000,000 bound volumes executed by HAZELL's in recent years, when nearly 300,000 sets of Dickens, 16 volumes to each set, were set up, printed, bound, and delivered in the space of sixteen weeks. By the time the closing words of *Edwin Drood* (*seen in the much-reduced proof on the right*) had been corrected, 11,190 pages had been set up, involving 33,570,000 monotype keyboard operations.


NEWSPAPER
MAGAZINE
AND
ADVERTISING
OFFICES
STATIONERY
AND
FANCY WAREHOUSE
PRINTING OFFICE LIBRARY – FANCY WAREHOUSE
BOOK & MUSIC SELLER BIRD BINDER & STATIONER
G.N.D.

Where George Watson started a Hundred Years Ago

The picturesque building at Tring in which George Watson, the real founder of Hazell's, started in business as a printer and stationer almost exactly a hundred years ago. He sold the Tring business in 1848 to his apprentice, E. C. Bird, who retired only in 1906. The building is no longer standing, and the drawing has been made from an old photograph.

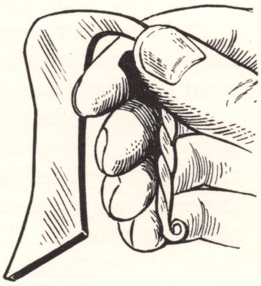


Ball-stock for inking-balls used in the old days before rollers were introduced.

Prudential[1] (whose offices were then on Ludgate Hill), and trade cards, including that of his neighbour George Tilley, one of London's earliest electroplaters, who followed in the footsteps of Messrs. Elkington, the perfecters of the technique shortly before 1840.

George Watson brought with him to London only one of his staff from Tring—Thomas Norris, always known as Old Tom. He is the Firm's earliest employee whose name has survived. Seeing that Old Tom was still with the business when George Dunn, HAZELL's oldest pensioner, joined it in 1861, he links up the staff with a remote age in the printing world; how remote may be judged from the following account of a day in the life of an apprentice in 1818, written by himself sixty years afterwards. Like George Watson, Tom Norris's master, this apprentice's employer was a stationer as well as a printer, and the vivid narrative below gives an idea of the conditions that obtained in the printing world when George Watson's journeymen received their training:

> " It is the middle of February in the year 1818, and it is a little after six in the morning. I am fourteen years of age, and am apprenticed to a printer and bookbinder in a midland town (Tewkesbury) well known by description to the readers of the story of *John Halifax, Gentleman.* As the youngest apprentice it is my business to rise early enough to get the fire lighted in the office, the composing- and binding-rooms swept, and other things in readiness for the arrival of the three journeymen and the outdoor apprentice, who will make their appearance pretty punctually at seven.



A steel used for striking the flint in the days before friction matches. *(Author's Collection.)*

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[1] It is pleasant to record that HAZELL's still have important contracts running with the Prudential, who ever since their foundation in 1848 have been on the books, and are the Firm's oldest customers who can be traced with certainty.

" As soon as fairly awake I tumble out of bed, and, first huddling on a part of my clothing, grope about for the tinderbox, and having found it begin striking a light. The task this morning is not very easy, for the tinder is all but burnt out, and no sooner does a spark from the flint catch one of the remaining fragments than it expires before there is time to touch it with the point of the brimstone match. In the hurry and the darkness I knock the skin off the fingers of my left hand, and I feel the warm blood trickling down to their tips. At length, by dint of hammering with the steel while blowing gently at the sparks, I succeed in kindling a match [rope, card, or wood-chip, dipped in brimstone or sulphur] and lighting my candle . . .

" By the time the fire is fairly kindled in the office the day is beginning to show a wan face. The dusting and sweeping does not take long, but a much longer job follows—the preparation, to wit, of a pelt, or raw sheep's-skin, which has been soaking in pickle all night, and has to be trodden by my slippered feet into a condition of adhesiveness before it can be made up into a ball[1] fit for applying the ink to the face of the printing-types.

" I am busy at this unsavoury task when the journeymen and the outdoor apprentice arrive, and I leave it, to be resumed to-morrow morning, and go and take down the shop shutters and sweep out and dust the shop. This done, I take up a position behind the counter, in wait for customers, employing myself the while in pulling half a dozen old volumes to pieces, which volumes have come in to be bound. Now and then a customer comes in for a *Moore's Almanack*, which I sell for twentypence, tenpence of which is for the Government stamp in red letters on the title-page. Then I sell for tenpence [*sic*] a copy of yesterday's *Times* . . . a sheet of four pages about as large as the halfpenny *Echo* of to-day (1878), and which we only got possession of late last night. Then a poor man buys a penny sheet of writing paper and a penny pen, and another buys a quire of whitey-brown. This brisk trade is due to the cattle-fair, otherwise we should have no such early callers.

" At eight or a quarter past, my master opens the parlour door and calls me in to breakfast, during which very brief repast I receive directions touching what is to be done during the day. The first thing I do is to take the old volumes I have been pulling to pieces downstairs to the beating-stone, where, with a fourteen-pound hammer, I bang away at them for a full hour, and then, putting them between boards into the upright press, and screwing them down with a ponderous iron bar, I leave them until they shall be wanted for the next process. Then I betake myself to the composing-room and peg away at the pages of an edition of Stillingfleet's Sermons, which my master has got to print for a London publisher, and which, being in no hurry for completion, forms our stock job."

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[1] It was just about this time that rollers began to supersede inking-balls, thereby saving small establishments the wages of a journeyman for half a day a week.

[The indoor apprentice has a hasty midday meal, goes to see the cattle and forgets the time.]

" . . . When I get back to the shop I am half an hour late, and am reminded by my master that he will debit me with the lost time, and expect me to make it up to him when he shall see fit to demand it. I now take my place behind the counter and effect a considerable number of sales of trifling matters. . . .

" . . . About five o'clock I am called in to tea, which occupies me scarcely a quarter of an hour, and as the mistress will take charge of the shop during the evening hours, I am dispatched to the press-room, where there are yet three tokens of that sheet of Stillingfleet to be worked off before supper. The press is an old two-puller, and one has to perspire a good deal to pull off a token[1] an hour. But hard as the work is, we enliven it with laughter and song—my partner, the town lad, having a capital voice. . . . Bob has a right to leave at eight if he chooses, but he is too good a fellow to leave me at it single-handed, and generously pegs away with the balls till the task is finished. After he is gone I wash the form in the sink-room, and lay it up ready for distribution in the morning.

" By this time it is near nine, and the maid-servant is calling me to put up the shop shutters, and then go in to supper. The shutters are in a sort of watch or sentry-box in the back yard; there are ten of them, and I have to carry them one at a time through the long passage, and then fix them in their grooves, fastening them outside with iron bars, and strengthening the bars with screw-bolts from within, and the whole business takes nearly a quarter of an hour. Then I sit down to a supper of bread and cheese, occasionally, it is true, varied with a fragment of cold meat. During supper my master reminds me that before I go to bed there is the paper to wet down for the next sheet of Stillingfleet, which must go to press some time tomorrow, the second proof of which he has been reading carefully for the last two or three hours. This is a hint to me not to be long over my supper, and I make dispatch with it accordingly. Then I lug down the heavy bundles of demy into the wetting-room, which is a sort of scullery next the kitchen, where the wetting-trough keeps company with the beating-stone. I find the trough half-full of dirty water, and occupied by a fleet of boats of all sizes, the property of Master Tom (the son of the house) who has carved them out of pine-wood blocks, and rigged them with cotton threads and paper sails, and who makes the trough the arena of his experiments in navigation. I have a good hour's work in refilling the trough and wetting down the paper, every quire of which takes a four-fold plunge in the water, and has to be deliberately unfolded on the wetting-board. My fingers are numbed to the bone before the

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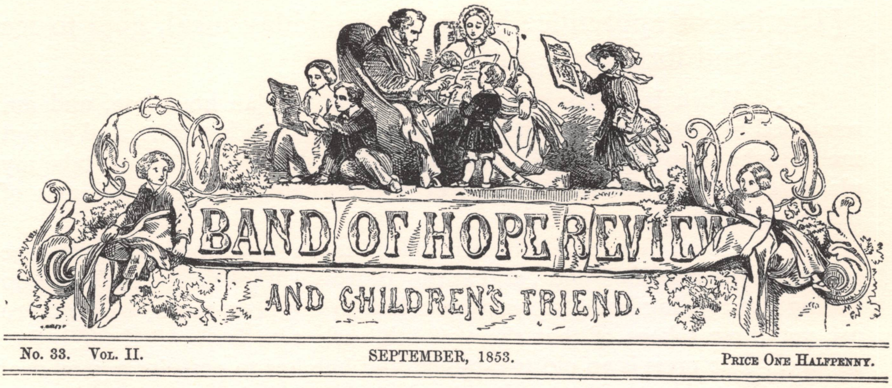
[1] A token equals 250 impressions.


BAND OF HOPE REVIEW
AND CHILDREN'S FRIEND.
No. 33. Vol. II.
SEPTEMBER, 1853.
Price One Halfpenny.

Title heading of *The Band of Hope Review*, to print which George Watson installed steam at the end of 1850. Florence Nightingale distributed copies of this halfpenny monthly among the troops in the Crimea.

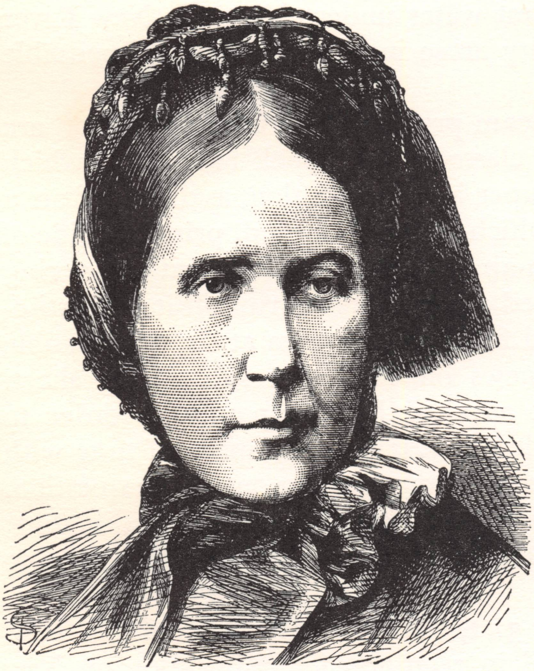
heap is finished, when the covering-board is laid on, and upon the top of that I heap a pile of heavy stones, which, in times long past did duty in paving the street. This slopping business has made me dripping wet, and I hurry to the kitchen fire to dry myself and free my sodden feet from confinement. My day's work is done. . . ."

Old Tom and his fellow-journeymen and apprentices in George Watson's office worked from 8 to 8 on full days, and from 8 to 5 on Saturdays, for wages (based on piecework rates regulated by a long-standing agreement between masters and men) which do not seem to have averaged 27*s.* a week. This hardly appears to constitute an excessive burden on an employer. But against it, he had to pay a tax of 1½*d.* on every pound of paper he used, and competition was of the keenest. Altogether, though he went slowly ahead, Mr. Watson did not find it by any means easy to progress. Things proceeded in this way for about eight years, during which Mr. Watson, who was of a mechanical and inventive turn, improved his organisation and strove to secure a contract which would warrant his installing steam power.

" The sea service," wrote Thomas Hood in the Twenties, " like the tea service, will come to depend chiefly on boiling water." But even a generation later the Navy remained true to sail, and the high cost of raw material in the form of paper made machinery a hazardous venture for printers.

However, George Watson had great courage, and seven years after starting in London he installed steam plant on the strength of a contract which might *in time* become sufficiently remunerative to justify the outlay. This contract was with Mr. T. B. Smithies, to print a monthly paper. The story of George Watson's first venture with steam printing involves travels along one of the byways of journalistic history, which are full of interest. The periodical George Watson undertook to print for Mr. Smithies was called *The Band of Hope Review*.

Mr. Watson certainly showed daring in installing, to him, expensive plant in order to produce a paper advocating total abstinence, a subject which had at that date no appeal to the popular imagination,[1]



Miss Burdett-Coutts, who was afterwards created a Baroness, a generous supporter of T. B. Smithies' moral publications, which for years were George Watson's chief stand-by.

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[1] In 1842 Queen Victoria visited Portsmouth and went on board H.M.S. *Queen* to make an informal inspection. The men were given strict orders that when Her Majesty came to see them at mess, absolute silence was to be preserved. The Queen tasted the cocoa, and then asked whether the men were allowed any stronger beverage? A tumbler of three-quarter grog was handed to her, which she put to her lips. This was too much for the sailors, and their

and which, outside the ranks of the United Kingdom Alliance and Sunday Schools, was a favourite topic for ridicule; daring all the greater in that he agreed to print it on terms which at first showed no profit.

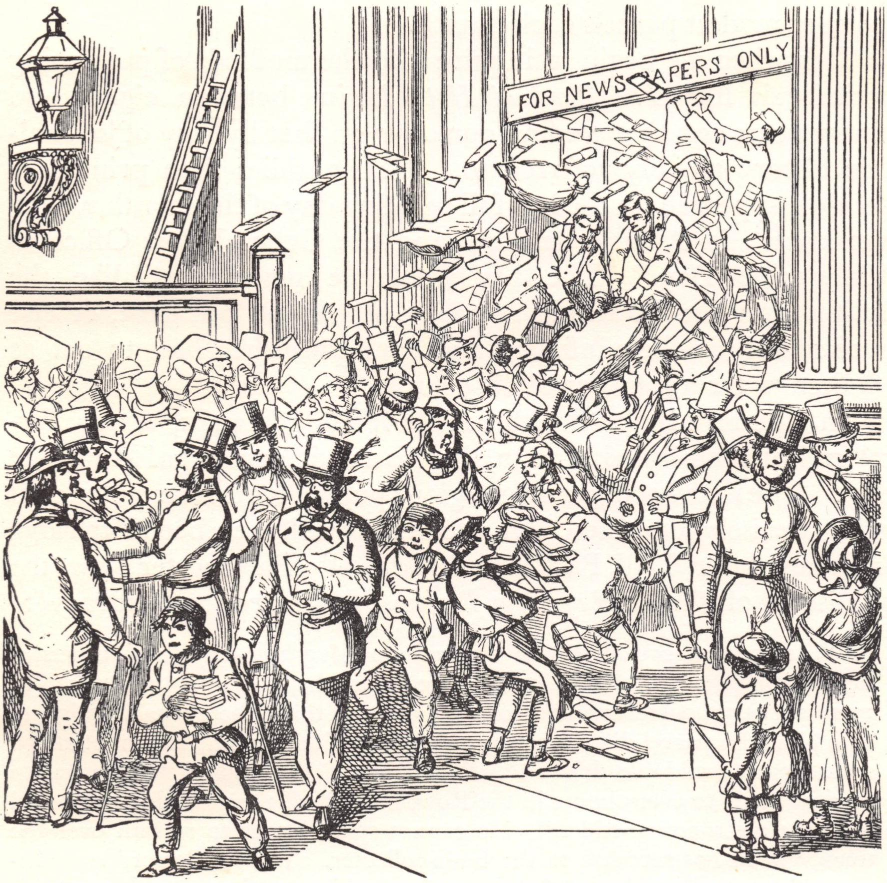
At the latter end of 1850 a small steam-engine and a printing machine to match were delivered at 5 Kirby Street. Many a London printer with Watson's ambitions in the year preceding the Great Exhibition would have had to move before adopting steam, owing to the entire lack of an organised water-supply. For instance, in 1850 no building in Whitechapel had water laid on—Aldgate Pump served useful purposes then. Parts of Drury Lane were in the same condition. But the Hatton Garden area was supplied by the City's oldest water undertaking, the New River Company, and no difficulty arose in securing the indispensable boiling water.

Details of the actual steam press used by George Watson are lacking; it was probably classed as a "book machine," which printed both sides of the paper in one operation, as distinct from a "newspaper" machine, which could, if desired, print one side of the sheet only at about two-and-a-half times the speed of covering the two sides. This enabled a paper first to run off its advertisements and early news, and finally go to press at the last possible moment with the latest news on the other side of the sheet. Primarily, steam was not adopted by newspapers in order to print more copies, but to deal in a far shorter space of time with their existing output, large circulations being out of the question. The case of the general printer who turned to steam was different; increased speed was of minor importance—he had to sell more to justify the outlay.

By Tuesday, December 31st, 1850, the first issue of *The Band of Hope Review* was printed in readiness for publication on New

cheers made the ship's sides "start as with a sudden explosion." The Queen was, of course, popularly reported to have said that the grog was the only weak point about the Navy.

Year's Day, 1851. It was a small sheet of four pages measuring $8\frac{1}{2} \times 12\frac{5}{8}$ inches. The price was one halfpenny. The promoters did not count on selling many copies to individual members of the public, even at this nominal price; the aim was to induce ardent supporters of the Temperance movement to buy the *Review*



Magazine Day at the G.P.O., 1859.

Eighty years ago all magazines and monthlies were published on the last working-day of the month. George Watson at that time printed several monthlies. This scrambling scene shows the last-minute rush on Magazine Day before the G.P.O. Newspaper Window was closed.

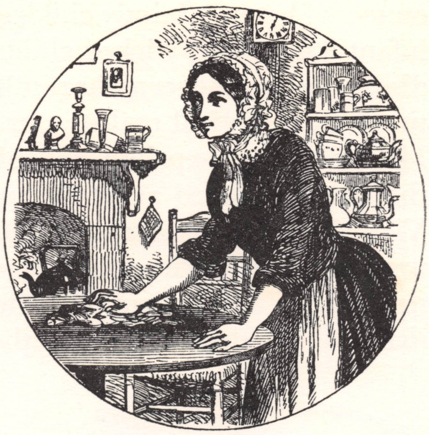
in bulk for distribution gratis as a tract, and to enlist the help of Sunday-school teachers in securing subscribers among their pupils. In time sufficient supporters were obtained for *The Band of Hope Review* to make it, if not a profitable venture for George Watson, its printer, at least one which paid its way. The Society of Friends bought large quantities, and country booksellers began to order modest parcels each month.

It is when we begin to inquire into the methods of publishing periodicals like *The Band of Hope Review* between eighty and ninety years ago that we find ourselves on that by-way of journalistic history already referred to. All monthlies then printed in London appeared on the last full working day of the month, which was known in Paternoster Row and the General Post Office as "Magazine Day." The big wholesale newsagents, like the Smiths and the Marshalls of today, either did not exist, or else were merely in their infancy, and each publisher had to act as wholesaler for a number of his clients.

In Charles Manby Smith's *Little World of London*, a now forgotten book published in 1857, there is a vivid account of Magazine Day. The details concern a religious publishing house, not meant to be precisely identified, but which may well have been Partridge & Oakey (later S. W. Partridge & Co.), of 9 Paternoster Row, the publishers of *The Band of Hope Review*. Here are some extracts :

> "As soon as breakfast is swallowed on Magazine-day the business of despatch begins. . . . In a case where a man has to supply a hundred or more country booksellers, each of whom would think there was a design to ruin him if his parcel did not arrive on the first of the month, he cannot afford a moment's avoidable delay. . . ." He invariably finds "that he has to send not only to every house in the Row, but to half the publishers scattered over the metropolis besides." He cannot spare hands to run all over the town, "so he has recourse to the book-collector. The 'collector,' so indispensable to the Row, is a rather anomalous subject, and may rank as a curiosity among London's industrials."
>
> [The writer then proceeds to give a vivid account of the scene at a religious publisher's trade counter on this busy day.] "A crowd of boys and lads are pressing to the counter, behind which clerks, with pen in hand or on

ear, and shopmen . . . are busy supplying their clamorous demands. . . . Amid the jingle of cash, the shuffling of feet, and the lumping of books on the counter rise the imperative voices of the collectors. . . . 'Come, it's my turn,' bawls one; 'am I to wait here all day? Pots of manna, six, and phials of wrath, thirteen as twelve. Look alive, will you?' While the shopman is rummaging for the pots and phials, another voice ejaculates, '. . . ten garments of faith and fifty bands of hope.'"



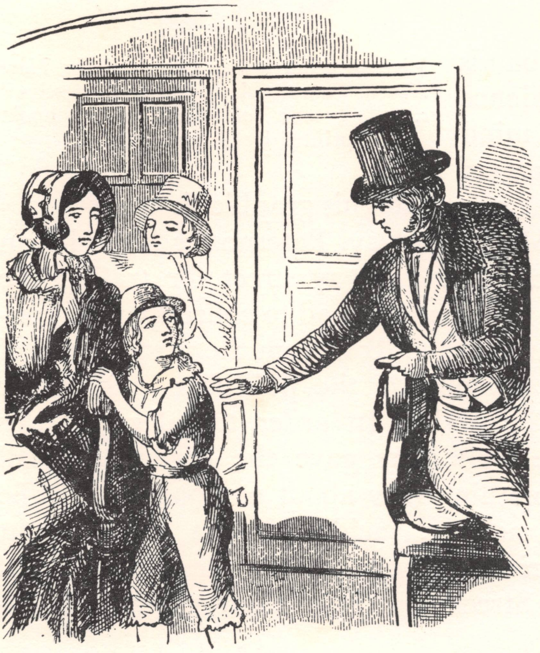
Vignette from *Widow Green and Her Three Nieces*, "a suitable gift for domestics," *c.* 1855, one of the earliest books printed by George Watson.

The order for "fifty bands of hope" is strong evidence that Manby Smith had in mind Partridge's, the publishers of *The Band of Hope Review*, when writing his graphic sketch.

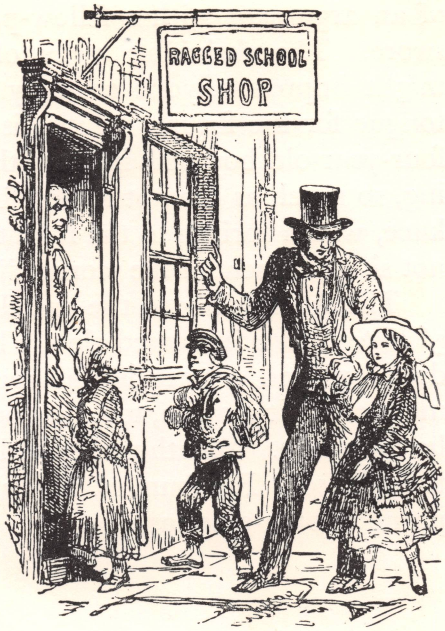
Towards evening on Magazine Day, Paternoster Row, by an unofficial regulation, became a one-way street for traffic; the carters, who on that night in the month had to collect parcels containing a million items, entered the Row from the western end of Ludgate Hill, and drew up outside the publishers' with their horses' heads towards Cheapside. In order to safeguard this necessary regulation, the publishers gave the carters a small gratuity. Thus there is nothing new about our one-way traffic today, in its essentials; neither, incidentally, is there about traffic-lights—they were tried in December 1868 in the middle of the road between Bridge Street and Great George Street, Westminster.

The contents of *The Band of Hope Review* would amuse the most earnest advocate of temperance today, though there is no reason to doubt the sincerity of the writers. Their propaganda belongs to a vanished age. We are not impressed by stories in which the display of each ounce of virtue is rewarded by the receipt of two ounces of boon. Saintly children whose every utterance recalls the infant Samuel, or wicked children who forswear naughtiness and disobedience for ever as the result of a trifling episode, no longer edify us, or those logical realists, our offspring. However, in justice to Mr. Smithies, the prime mover behind the *Review*, and people who thought and acted as he did, we must remember that drink in Victorian days was a truly terrific problem, and those who felt the urge to fight the evil were incapable of compromise. Their methods strike us as incongruous and often laughable, but if we are just, we shall honour the Smithies method for its singleness of purpose.

Mr. T. B. Smithies, George Watson's chief stand-by for years, might have become one of the greatest of publishers of popular periodicals had he chosen to produce papers with contents of general interest. But he was didactic to the core, and would not countenance articles without an evident moral purpose. His outlook is shown by an encounter he once had with Charles Marshall, the foreman at Kirby Street. Marshall told Mr. Smithies that on the previous Sunday he had greatly enjoyed a sermon by a popular preacher at a church in a distant part of London.



" The Swearer Reproved by a Child."—The boy in a railway carriage " slipped quietly off the knee of the man on hearing him swear. 'Tell the gentleman why,' said his mother. 'Because,' replies the little boy, 'the Bible says we must not sit in the seat of the scorner.' " (A typical moral illustration in *The Band of Hope Review*, 1853.)



The Ragged School Shop in Crown Court, Chancery Lane. (From *The Band of Hope Review*, 1853.)

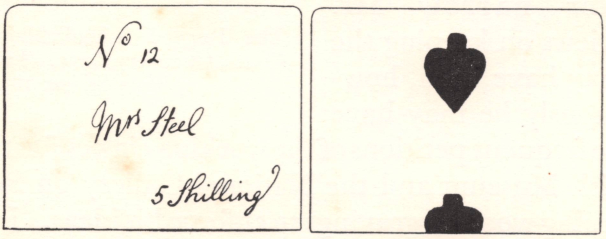
"That's a long way for you to walk, Mr. Marshall," said Mr. Smithies.

"Oh, I went by train," replied Marshall innocently.

Mr. Smithies was deeply shocked; Sabbath-breaking was one of the deadliest of sins, and he asked Mr. Watson to dismiss the impious foreman for having entered a train on Sunday. Of course he refused, and it was a long time before the Editor of *The Band of Hope Review* tacitly decided to overlook Charles Marshall's transgression.

However narrow Mr. Smithies' views on keeping the Sabbath may have been, however strenuously he may have opposed the frequent petitions of the working classes for the opening of the British Museum and the National Gallery on Sundays, he chose charming wood-engravings to enforce his ideas. In a number of *The Band of Hope Review* taken at random there are nine illustrations, all of them most pleasing except the one showing two mournful-looking missionaries in frock-coats restraining rival bands of scantily-clad savages, on opposite banks of a stream, ready to transfix each other with their spears. There is a delightful print of the Ragged School Shop in Crown Court, Chancery Lane, where, the caption tells us, ladies in their carriages came to buy blacking-brushes and order firewood; and another, equally good, shows a little boy in a crowded railway carriage scrambling off the knee of a stranger, where he had sat happily until, in the course of an argument with a fellow-passenger, the man inadvertently swore. The shrinking away of a child in such circumstances might impress anyone strongly enough to make him curb his tongue for the future. But it is not the shocked attitude of the four-year-old boy that induces the man to vow to give up swearing, so much as the apt reason for not returning to the re-offered knee, which springs to the infant's lips: "The Bible says we must not sit in the seat of the scorner."

Thanks possibly to the excellence of its engravings, *The Band of Hope Review* increased slowly but surely in circulation, and no doubt played a part in the much-needed reform of Victorian manners. It may be, too, that our forebears liked propaganda to be overdone. Whether they did or not, Mr. Smithies must have thought so! He founded many publications, but in all he was prone to over-emphasis.



No 12

Mrs Steel

5 Shillings

Front

Back

The Works cleaner's pay ticket of ninety years ago, when George Watson was struggling to forge ahead, and had no money to waste. Hence this use of old playing cards for pay tickets!

CHAPTER FOUR

TAXES ON KNOWLEDGE

The Great Exhibition—" The Times " Printing Press
Advertising in London and New York—Something Mr. Gladstone DID *Say*
" The British Workman "—George Watson " Burns His Fingers "
The Era of Cheap Literature Begins

FOUR months after George Watson became one of London's growing number of steam printers, the Great Exhibition of the Works of Industry of all Nations was opened by Queen Victoria in Hyde Park. We may be quite certain that Mr. Watson was an early visitor; for one thing, in Paxton's Crystal Palace were to be seen the latest inventions affecting the printing trade, and for another, The Gutta Percha Company, the firm of which Mr. Smithies was Secretary, had an important exhibit.[1] Moreover, George Watson was an inventor himself; one of his inventions was an ingenious little tool for quickly and neatly splitting the straw used for plaiting, then largely a cottage craft run by villagers in Buckinghamshire, Hertfordshire, and Bedfordshire to supply the straw-hat manufacturers. There was a comprehensive exhibit of straw-splitters, and Watson's may have been among them.

Outstanding among the printing exhibits was the machine designed on the vertical principle by Augustus Applegarth, of Dartford, a half-size version of the two new presses he had recently installed at *The Times* office. The machine at the Exhibition printed 5,000 sheets an hour, and, as George Watson could see without being told by the demonstrator, was readily adaptable to book work, which he was considering ways and means of taking up.

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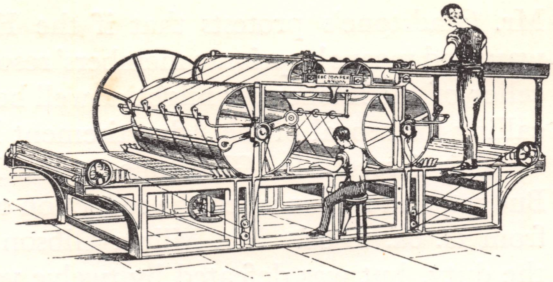
[1] It included gutta-percha golf balls, a great improvement on the time-honoured feather-stuffed variety.

Another exhibit that attracted the attention of printers showed the Type Composing Machine and the Type Distributing Machine, built by Sörenson, a Copenhagen workman. They were being used by the Danish newspaper *Fadreland*, and were miracles of ingenuity. The Composer, however, took three or four men to set up type, and Mr. Watson, in common with others, would decide, after making a few simple calculations, that it was not suitable for a general printer. His Firm from then onwards was to keep a close watch on every development in mechanical typesetting, waiting for more than forty years, until the problem was finally solved, before taking up the system.

Two years after the Great Exhibition two episodes occurred in the House of Commons which were to have an enormous bearing on the future of the printing industry and the whole nation. These episodes had a prologue which had lasted for some twenty-three years. Prologue first:

In 1830 a Radical journalist named William Carpenter made an ingenious attempt to get round the Act imposing a Stamp Duty on newspapers. He began to publish a series of *Political Letters*, ostensibly addressed to leading public men, but actually containing a comprehensive digest of current events, both foreign and domestic. Owing to a change of Ministry at a fortunate moment for Carpenter, the Revenue authorities left him undisturbed until the following year, by which time his weekly periodical, price 4*d.*, had reached a sale of 63,000, an unheard-of figure for a newspaper in those days. *The Political Letter* was adjudged to be a newspaper in May 1831, and, having after that to pay 4*d.* duty on each copy, soon faded out, only to be succeeded by other attempts at evading the hated impost. These included *The Political Pockethandkerchief*, which was crammed with as many items of news and as much propaganda against the Stamp Duty as possible.

So persistent was the movement, that in the next five years there were seven hundred prosecutions arising out of unstamped newspapers. At the end of that period the duty was reduced to a penny a copy, the advertisement tax having been lowered from 3*s.* 6*d.* to 1*s.* 6*d.* three years previously in 1833.



Cowper's Book Printing Machine on which the monumental Catalogue of the Great Exhibition of 1851 was produced. It represents a common type of machine used by large printers about ninety years ago. George Watson began to install machines of this kind in the later Fifties.

Edward Lytton Bulwer, the novelist, who became Lord Lytton, made an eloquent and reasoned plea in the Commons for the reduction and ultimate abolition of the "taxes on knowledge," as they were coming to be called, pointing out that the twelve newspapers of New York published far more advertisements in a year than the whole of the four hundred newspapers in the United Kingdom put together. Moreover, advertisement space costing about £7 in New York for a series cost £202 in London papers, £148 of this sum being absorbed by duty. Lytton Bulwer's arguments helped to bring about the reductions already mentioned; but though made a little less onerous, the taxes on knowledge—the Newspaper, Advertisement, and Paper Duties—remained an essential feature of every Budget until 1853.

In that year Mr. Gladstone was Chancellor of the Exchequer. There were two Mr. Gladstones, and the one who was orthodox financier and stickler for correct Parliamentary procedure was greatly annoyed with Mr. Milner Gibson, who, four days before the Budget was to be opened, submitted three resolutions calling on the Government to make financial arrangements permitting the abolition of the three taxes on knowledge. In spite of

Mr. Gladstone's protests that if the House undertook to settle ways and means by private members' resolutions, the office of Chancellor of the Exchequer might as well be abolished, the resolution calling for repeal of the Advertisement Duty was carried.

This forced Mr. Gladstone at the last moment to alter his Budget, and he conceded the reduction of the Advertisement Duty from 1*s*. 6*d*. to 6*d*. Mr. Milner-Gibson moved the total repeal of the duty, but was defeated by twelve votes. Mr. Craufurd then moved that instead of the figure 6 before the word " pence " a cipher (0) should be inserted, and this was carried against the Government by five votes. The Speaker ruled that the amendment was strictly in order, and thus the first of the taxes on knowledge vanished—for ever, it is to be hoped.

The following year Mr. Milner-Gibson got the House to agree to a resolution calling for the abolition of the Newspaper Stamp Duty, and Sir George Cornewall Lewis, the Chancellor, soon afterwards introduced the necessary Bill, which speedily passed, and two of the obnoxious taxes were out of the way. The duty of £15 on every ton of paper remained, but in spite of that, the printing and publishing trade began to assume the status of an industry. Newspapers lowered their prices, carried more advertisements, and increased their sales. Their greater circulation gave practice in reading to those just able to spell, and thus quickly increased the market for periodicals and books. In 1839 the nation was consuming about 40,000 tons of paper annually; in 1860, two-and-a-quarter times that amount. In the latter year the Paper Duty by itself yielded more than the amount it formerly produced in conjunction with the other taxes on knowledge.[1]

George Watson, like many other printers, was encouraged by the improved outlook for his trade to install bigger and better

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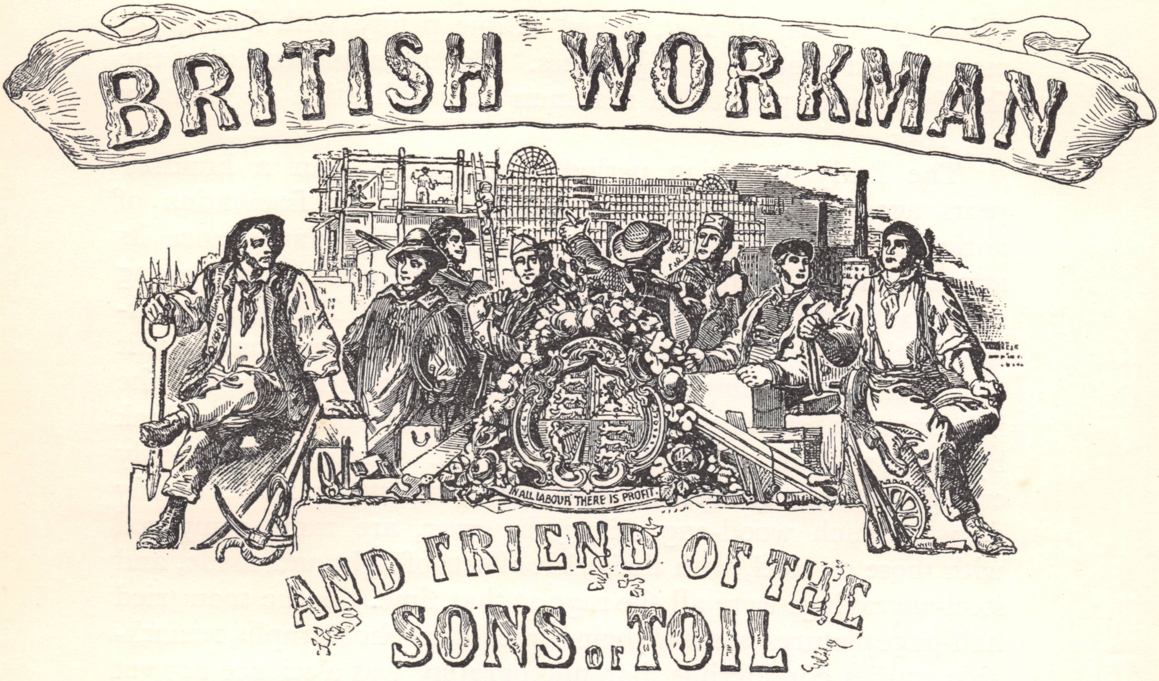
[1] *The Daily Express*, which claims the largest daily paper sale in the world, uses far more paper each year than was consumed in 1860 throughout the British Isles for all purposes, not only printing.



One of the headpieces to *The British Workman*, printed by George Watson from its foundation in 1855 onwards. A number of different headpieces were used.

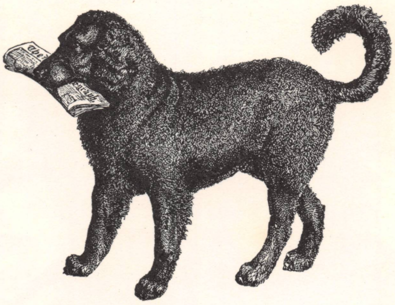
machinery, although his slender capital made the experiment a risky one, especially at a time like 1854, when the Crimean War broke out. But that was the year in which he decided to equip the Kirby Street Works with a printing machine about double the size of the one put in four years previously to print *The Band of Hope Review*.

Again George Watson pinned his faith on Mr. T. B. Smithies, who undertook to launch a monthly publication which he had been contemplating for a long time. The understanding was that if after a few months it proved unsuccessful, Watson would have to find other work for his plant. The printer decided to take the risk. The new monthly was to be called *The British Workman, and*

Friend of the Sons of Toil, priced at one penny, with four pages measuring 13 inches × 16½ inches. Ten thousand copies of the first issue were printed in readiness for publication on January 1st, 1855.

The Early Victorian period began more than a hundred years ago, and so already it has acquired the fascination of antiquity. *The British Workman* is Early Victorian; hence its attraction for us moderns. Few people of the present day, young or old, who chanced to pick up an annual set of *The British Workman*, with a coloured lithograph on the front cover, could put it down without scanning each of its pages. Mr. Smithies realised the importance of making his readers *look*, and he still makes *us* look by means of arresting illustrations. He started off modestly enough in the early numbers with fair-sized pictures, rather openly drawn. Such wood-engravings, however, are tame compared with those on steel, with their rich effects of light and shade, and steel-engravings were all the rage at that time. So he soon tried half-page pictures, some of them copied from photographs, remarkable studies considering that photography was a science not yet twenty years old. These were richer and in a less open style.

Then he called on John Gilbert to supply whole-page illustrations quite as striking in their way as the best steel-engravings. Gilbert, the future Sir John, was at that time a rising artist making a name for himself in *The Illustrated London News*, and he gave the readers of *The British Workman* some of his most effective drawings. Many of them must have caused George Watson to exert all his skill in securing a worthy standard of reproduction. Wood-engravings have to be "overlaid" by scraps of paper of varying thickness pasted over parts of the solids to enhance the high-lights and give "colour" and crispness to the picture. But every difficulty is really an opportunity, and Mr. Watson must have realised this, for he soon enjoyed a high reputation for his fine printing of large-scale wood-engravings. How greatly these illustrations were appreciated is shown by the large number of them taken from



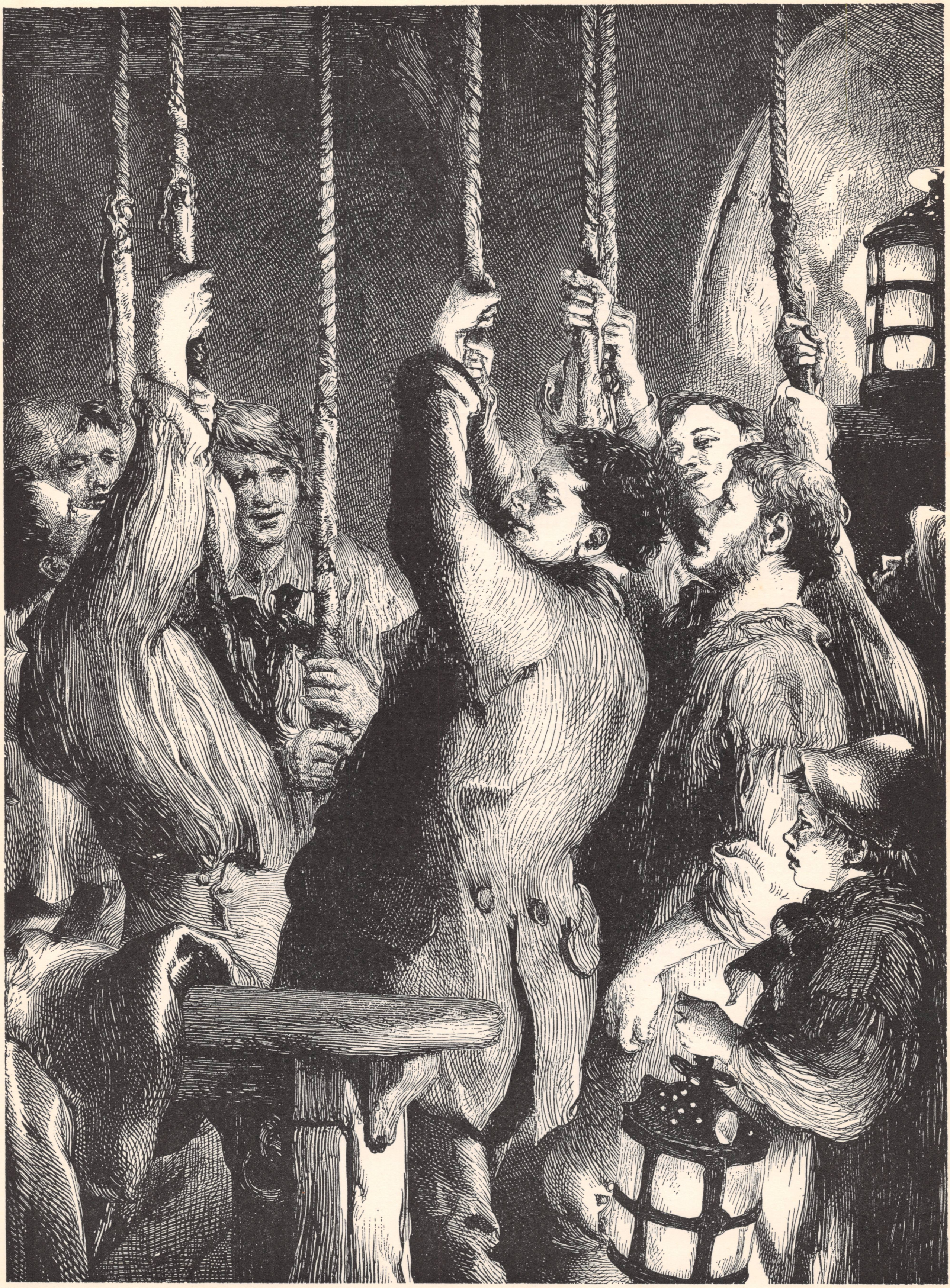
"The Yarmouth News-Dog delivering *The Daily Telegraph*." (From *The British Workman*, April 1869.)

The British Workman still preserved in Victorian scrap-books. As well as much of Gilbert's work, we find in these scrap-books many of the animal drawings of Harrison Weir, whom Smithies often employed for his papers.

From the first, Mr. Smithies adopted a policy of frankness regarding the circulation of *The British Workman* and the loss it was incurring. It had fervent supporters, and the danger of its coming to an end, constantly held up, acted as a stimulus to their efforts to increase sales. The sale of the first issue was 10,000; of the second, 15,000; and at the end of a year it reached about 50,000. Twelve months later it had risen to 75,000, and the loss to the end of 1856 amounted to £700. Soon after this it reached its first objective of 100,000 copies a month, and from that time paid its way and its sale grew rapidly.

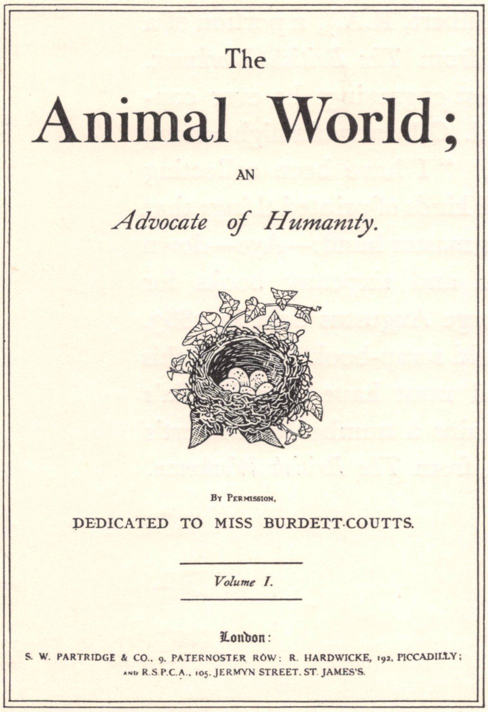
Its supporters exerted themselves unceasingly. A missionary whom today we should call a social worker, secured 700 subscribers in the small town of Hitchin alone; most of them were working people. Florence Nightingale, doing heroic work in the Crimea, herself undertook to distribute 3,000 copies of *The British Workman* and *The Band of Hope Review* among the troops, and Mr. Smithies' friends saw to it that Miss Nightingale's co-operation was not lost for lack of funds.

These are typical examples of the forces behind *The British Workman*, making it a journal of considerable significance. Its importance is increased when we come to study its mission. On his three main themes, total abstinence, the evils of tobacco, and Sabbatarianism, Mr. Smithies is as uncompromising as he is in *The Band of Hope Review*. Nevertheless, in spite of the invariable



THE BELL-RINGERS, by JOHN GILBERT (later Sir John Gilbert, R.A.), a portion of a whole-page drawing from *The British Workman.* This is one of the best engravings he ever contributed to that journal. Gilbert ranks high among Victorian illustrators. " I have been collecting for many years past all kinds of printed things that bear trace of Gilbert's master hand:—Aye—down to penny periodicals and sixpenny books for children," wrote George Augustus Sala in 1883. The compiler of the old scrap-book in which this illustration was found must have shared Sala's taste, because it contains a number of Gilbert's engravings, all taken from *The British Workman.*

narrowness of some of his views, Mr. Smithies used *The British Workman*, with a sale that was phenomenal in those days, to support all sorts of good causes. These included the Early Closing movement; everything designed to promote kindness to animals; the agitation for an organised supply of pure water in the poorer quarters of London; and the provision there of sanitation—not its improvement, for in many localities there was none to improve.



The

Animal World;

AN

Advocate of Humanity.

By Permission,
DEDICATED TO MISS BURDETT-COUTTS.

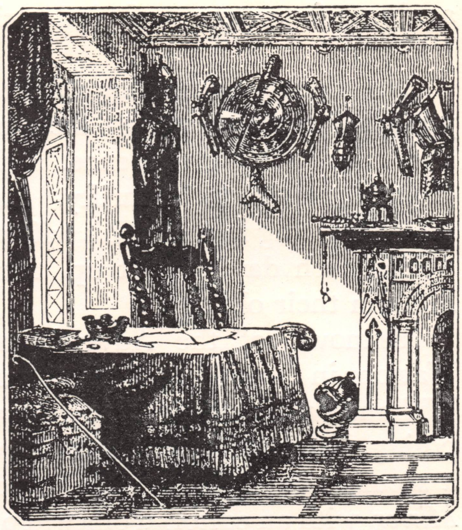
Volume I.

London:
S. W. PARTRIDGE & CO., 9, PATERNOSTER ROW; R. HARDWICKE, 192, PICCADILLY;
AND R.S.P.C.A., 105, JERMYN STREET, ST. JAMES'S.

Some of the early periodicals printed by HAZELL'S, notably *The British Workman*, were staunch supporters of the wonderful work of the R.S.P.C.A. In 1869 the Society started *The Animal World*, with HAZELL'S as printers. The title-page of the first volume is reproduced above. *The Animal World* is still the official organ of the R.S.P.C.A.

The British Workman must have done a great deal to further the Early Closing movement, not so much by stirring up agitation among workers against long hours, as by encouraging influential people to set a good example by refraining from shopping at unreasonable times. A few years after *The British Workman* was started, 2,500 well-known women signed a pledge not to shop after 2 p.m. on Saturdays, which encouraged many establishments to shut for the half-day.

Kindness to animals was preached by *The British Workman* for fourteen years before the R.S.P.C.A. was able to start *The Animal World*, which was destined to be another important publication first printed at 5 Kirby Street, but founded after George Watson had retired.[1]



Scott's study at Abbotsford, an illustration from *The Family Mirror*, a popular weekly started by George Watson, which speedily proved a disastrous venture.

For all its narrow views, *The British Workman* constantly arouses our sympathy. For instance, what an excellent idea was that of six-day cabs, ensuring a day of rest to both horses and drivers. *The British Workman* pegged away at this reform for all it was worth, and it appears to have succeeded in getting a large number of six-day cabs to ply for hire in London. It described their drivers as a good class of men, better dressed than their seven-day *confrères* and with better horseflesh between the shafts of their vehicles. More than once it emphasised that the cabbies earned more during their shorter week than they did before resting on Sundays. Among other things in which Mr. Smithies' paper showed great interest were drinking-fountains, horse-troughs, and lifeboats.

The British Workman was in no sense a Labour organ, and it strenuously opposed strikes. On one occasion it called on the author of *Proverbial Philosophy*, Mr. Martin F. Tupper himself, to contribute the most scathing denunciation of strike agitators of which his pen was capable. Mr. Tupper may have written poems either slightly worse or slightly better than this outburst, but surely nothing quite so terrific as its *crescendo* of invective against fomentors of industrial strife—Cuckoos! Caitiffs! Vultures!

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[1] John Colam, Secretary of the R.S.P.C.A., 1860–1905, was popular at HAZELL's, though a terror to printers when proof alterations were concerned !

No, there was nothing of the Left about Mr. Smithies. He preached contentment to the working classes; wages were fixed and allotted by Providence, and if they were low, that was a divine incentive to be thrifty. Remember, he liked to point out, that if a young man and his wife who smoke a ha'porth of tobacco apiece each day, give it up, they can have £90 in the Savings Bank in their old age.

Removal of the Advertisement Duty encouraged George Watson, in November 1856, to rent a portion of 14 Kirby Street, William Paul's original premises, as an extension of the composing department, and start a publication on his own account, a secular and quite sprightly penny weekly called *The Family Mirror*, with an editorial office at 9 Johnson's Court, Fleet Street.

It was an expensive production, remembering the price of paper, consisting of sixteen quarto pages of editorial, with two half-page pictures, and from three to five smaller cuts. There were probably four to eight pages of advertisements, but these are absent from the only bound copy available for reference, which is in the British Museum.

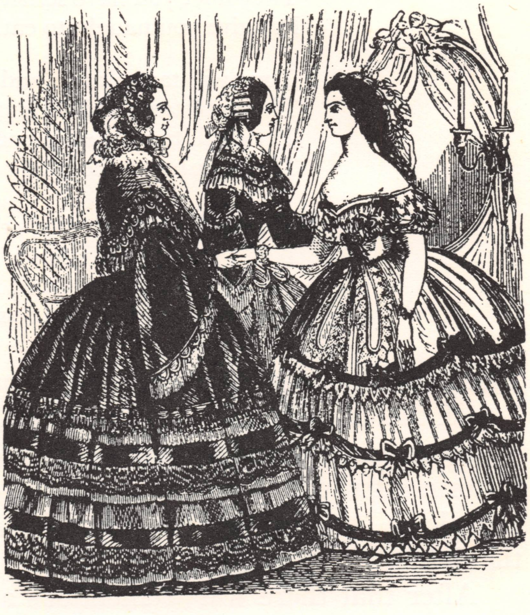
The Family Mirror had a serial; a short story; nature notes; a woman's fashion and household section; miscellaneous articles; a weekly collection of aphorisms ("In ascending the hill of prosperity may you never *meet* a friend" is a specimen); a page of brief items of news; answers to correspondents; riddles; and a page of jokes.

Some of the articles give a grim picture of life in London in the Fifties, and the Editor of the journal, whose name is not known, occasionally shows a slight Left tendency. For instance, in an item discussing the probable allowance to be given by Parliament to the Princess Royal (later the Empress Frederick), the capital amounts of various possible annual sums are pointed out, and the article proceeds to calculate the time it would take the Princess to count these amounts at the rate of £1 a second.

After twenty-one weeks, on April 21st, 1857, the paper ended abruptly, leaving its serial unfinished, and George Watson must have suffered a heavy loss through its failure, from which it took his Firm a good many years to recover.

Mr. Smithies' papers soon had plenty of competition. The abolition of two of the three taxes on the Press caused a false optimism to pervade the infant printing and publishing industry. All sorts of new ventures were launched, including a number of local newspapers, many of which speedily foundered. The Paper Duty proved too heavy a burden for them. The opponents of the taxes on knowledge seemed to be content with their victory in getting two of the three removed, and there was not much agitation against the remaining one, the Paper Duty. It was difficult for those who realised to some extent the evil of the tax to arouse public opinion, because the older newspapers were not anxious for it to be repealed. Why make things easier for a rival like *The Daily Telegraph*?

This paper was started in June, 1855, to be sold at 2*d.*—not a penny, as is so often wrongly supposed. Twopence was below the level of its contemporaries, but still too high to command the sale essential for securing enough advertisements, even though they were duty free. Accordingly, within twelve weeks after its



Fashions for January 1857, taken from George Watson's weekly, *The Family Mirror*.

foundation, *The Daily Telegraph* decided to become a penny paper, at which price it bore the burden of the Paper Duty for five years, and then Mr. Gladstone made an historic utterance which caused the years 1860 and 1861 to be exciting ones for printers.

Whatever mystery may attach to certain of Mr. Gladstone's statements, there is no mystery about what he said on February 10th, 1860—the Paper Duty was to be repealed, though it was now worth a full million a year to the revenue. To effect this, he proposed changes in taxation, some of which were far from popular. A street ballad, by means of imaginary taxes, satirises the Chancellor's proposals thus:

> " They have took the tax off paper,
> And tell you that's a treat,
> They'll let you have something to read,
> But give you naught to eat.
>
> " They will tax salt fish and parsnips,
> They will tax all kitchen stuff,
> They will tax the soap and soda,
> The potash and the snuff.
>
> " They will tax the ladies' crinolines,
> Won't that be jolly fun ?
> And the day before Good Friday,
> They will tax the hot cross buns [*sic*]."

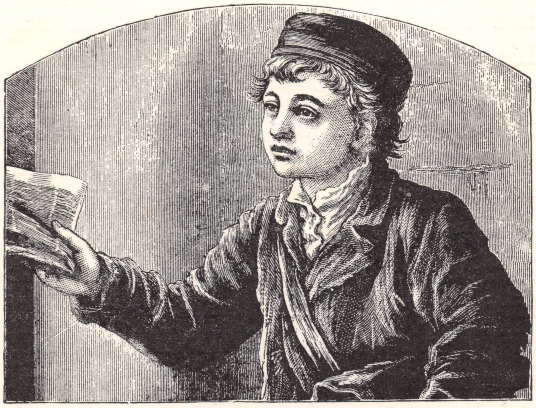
The ballad, as it happened, was premature. They had not " took the tax off paper "—the Lords threw out the Bill.

However, on Budget Day, 1861, Mr. Gladstone repeated his historic utterance of the previous year—the Paper Duty was to be repealed. And repealed it was, the Lords deciding not to renew the fight.

After that there was tremendous activity in the printing and publishing world—too much activity for some people. Listen to a *Punch* contributor in semi-serious vein:

"A CRYING NUISANCE"

"Literature is a good thing, and so is exercise of lungs; but sometimes, when combined, they are productive of a nuisance. This, the hawking of cheap newspapers by loud-voiced little boys has recently become. One can hardly walk a step without being half deafened by the bawling of these brats. No sooner have you put your foot beyond your doorstep, than the *Penny 'Olborn Times* is dinned into your ears, followed in a few moments by the *'Apenny Smiffel News* or the *Farthing Strand Gazette*. Almost every parish has its local organ, and this, when shouted out by small boys, is . . . as much a crying nuisance as that of Cree-eeses! or Fine awringe!"



"Paper! Paper!"

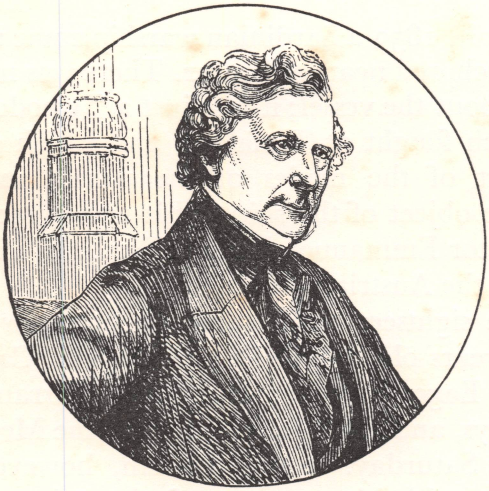
New publications sprang up like mushrooms. Printing establishments worked day and night turning out new periodicals and cheap reprints of existing books, and setting up fresh ones as fast as the authors could write them. Soon the market was flooded with low-priced reading matter; soon the public came to accept this abundant supply as a matter of course, and the fact that there had been such a thing as a Paper Duty faded from memory. Almanacks and diaries of today do not record its repeal, and few history books even mention that the Era of Cheap Literature began in this country in the year 1861. A curious oversight; rather like omitting the birth of Broadcasting about 1920 from a history written fifty years hence.

The entirely changed outlook for the printing industry found George Watson without sufficient resources to take advantage of the opportunities open to a House that had been a pioneer in producing cheap periodicals with large sales. The repeal of the

Paper Duty was a mixed blessing to him: it intensified competition tenfold, and the saving on paper had to be passed on to Mr. Smithies. He had to quote keen prices to that gentleman, because there were plenty of firms installing powerful plant, waiting to print the *Review* and the *Workman* in far less than the three weeks George Watson required. Still, he retained his contracts.

During this difficult period, George Watson printed some of the numerous books and pamphlets issued by Partridge's, the firm with which Mr. Smithies was associated. Only one of these, a work outstanding in its class, need be mentioned. It bears the strange title *Blind Amos and His Velvet Principles,* which, being interpreted, means to convey that the hero's aim in life was to get his village, and the world, to adopt "The Velvet Standard"—his own phrase—of Kindliness and Charity. Thanks to the natural style of the author, the Rev. Edwin Paxton Hood, of Brighton, Amos is a living human being, unlike so many of the fictitious saints of Victorian didactic literature, who are mere automatons.

Blind Amos alone would show that George Watson was a good printer, apart from the evidence furnished by publications like *The British Workman.* It is a pleasing little book to look at; each page has borders printed in red as impeccably as if ruled by hand, and the wide margins make it seem a book for the library rather than for the popular sale it aimed at and secured. However, though obviously the work of a good printer, *Blind Amos* is not well printed. A close examination shows that it must have been set up when George Watson's type resources were being severely strained, probably during the type "famine" of 1861 and 1862. To produce the work on time he must have had to buy a very old fount with the long *ſ.* Unfortunately it did not contain enough of this distinctive letter, and so the terminal (short) *s* had often to be used initially and medially, with a consequent lack of uniformity, which doubtless grieved Mr. Watson sorely. But many good printers in the strenuous year following the repeal of the Paper Duty were put to similar shifts, owing to typefounders being helpless to meet demands.



T. Milner-Gibson who was largely responsible for removing the " Taxes on Knowledge " between 1853 and 1861. He shared the representation of Manchester with John Bright.

CHAPTER FIVE

AN APPRENTICE IN 1861

The Would-be Powder Monkeys—A Long Day's Work
Mr. Smithies' Outburst—The Gallows outside Newgate—Schism at Aylesbury

ONE day in 1859 a Sardinian warship came up the Thames and anchored near the Tower. There was nothing remarkable about the vessel; it was just a " wooden wall," much like those which fought at Trafalgar, and which still formed an important part of the navies of the world, including Great Britain's. The object of the ship's visit was to secure volunteers to fight for Victor Emmanuel, King of Sardinia, in his struggle to free Italy from the Austrian yoke.

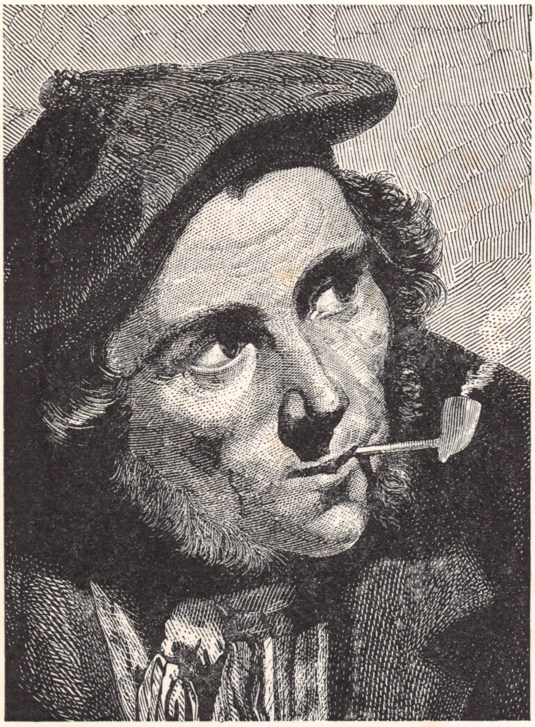
Among the sightseers who came on board were three boys about twelve years old, pupils at the Sir John Cass School near the Minories. Eager for adventure, the boys arranged to enlist as powder monkeys, and sail from London for the Mediterranean on the following Saturday. One of them, however, in a burst of confidence, told his parents of the scheme, which was promptly quashed, and Victor Emmanuel and Garibaldi lost three recruits !

This story of a bygone age may serve to introduce Mr. George Dunn, a member of the little band of would-be powder monkeys—not the member that " split "—who is now senior pensioner of HAZELL's and aged ninety-two. Two years after the warship episode, on April 8th, 1861, George Dunn went to Mr. George Watson's works at 5 Kirby Street, and was engaged as a reading, sweeping, and errand boy, hours 8 to 8, and 8 to 5 on Saturdays, wages 5*s*.

Thanks to Mr. Dunn's phenomenal memory, we can gather some vivid glimpses of life and work in the early Sixties. Young Dunn lives with his mother in the Minories. Each morning he rises at six—in winter by candle—lights the fire, and dresses. His mother gets the breakfast, consisting of bread and butter and tea, and at 7.30, clad in a flannel shirt, trousers, waistcoat, jacket, and cloth cap, the boy leaves for 5 Kirby Street. On cold days a muffler encircles his throat—an overcoat being an unheard-of luxury for young apprentices. The streets are comparatively empty—the City, which has seven or eight times the resident population it will have in 1939, is breakfasting, or dressing.

In Cheapside the scavengers have nearly finished cleaning the street, the recent cholera epidemics having induced London to attend to sanitary matters; only a few "knifeboard" omnibuses are to be seen as yet.[1]

Arrived at St. Sepulchre's Church, if the weather is sultry,



Only ne'er-do-wells smoked, according to the proprietor of *The British Workman*, Mr. T. B. Smithies, who published this drawing as an awful example. If an artist inadvertently showed "a good man" with a pipe, it had to be hurriedly engraved out.

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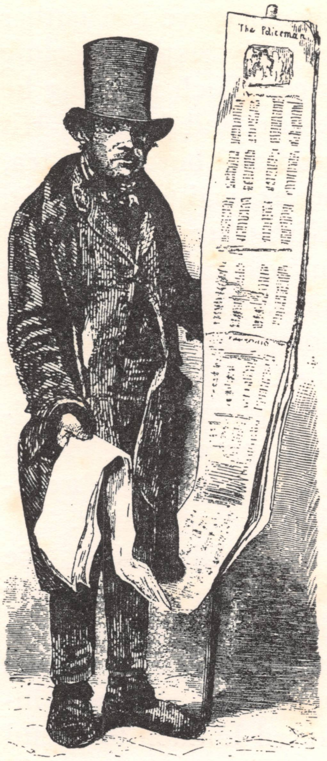
[1] But a little later in the morning 348 omnibuses, as well as 584 cabs, and vans, drays, carriages, &c., in proportion, will pass Bow Church every hour, according to a count taken in November 1862.



A London street character, *c.* 1864, the Long-Song Seller, who after the advent of cheap paper in 1861 gave better value than ever. His cry was, "Two under fifty (i.e. 48) for a fardy (farthing?)." His songs were set on a galley in twelve tiers of four. He wore the top hat common to all classes at the period.

Dunn can patronise London's first drinking-fountain, just opened by the Primate's daughter. One up to Mr. Smithies. At this point he has a choice of routes: the longer way is down Skinner Street (roughly following the line of the eastern end of Holborn Viaduct, which has yet to be built), across Farringdon Street, and up the steep declivity of Holborn Hill to Hatton Garden. The boy takes the direct way down Snow Hill past the Saracen's Head. Then into Farringdon Road, which is half in ruins through work in connection with the Underground. This is due to be opened very soon, "starting where no one comes and stopping where no one wishes to go," as the unkind critic inevitable with all new ventures will put it.[1]

On arriving at 5 Kirby Street, Dunn's first job is to sweep the composing-room on the third floor. When the dust is gathered, he blows the pile gently with a pair of bellows to clear it from a number of pieces of type, always being dropped at hurried moments. The good type he has to distribute into appropriate cases, placing the broken pieces in a special receptacle called a "hell-box." By the time the sweeping is done, the proof-reader is getting impatient, and Dunn hurries to him to read aloud, slowly and deliberately, a policy for the Prudential, a portion of an abstruse medical treatise, a bookseller's catalogue, or what not. The boy is always hoping for an exciting story to turn up, like those he reads in Beeton's *Boys' Own Volume*, but it never does!

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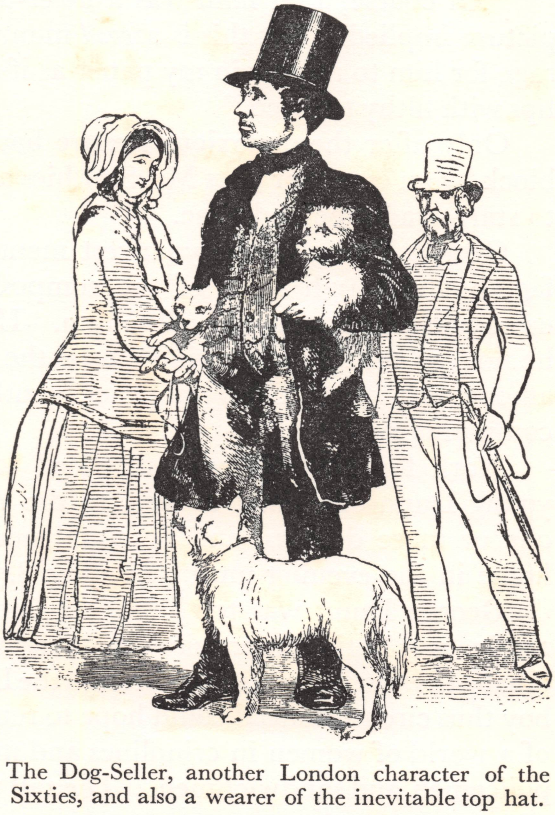
[1] A motto suggested for the Underground, which was opened in December 1862, was "Slow and Sewer," not "Swift and Smash."

In the midst of the reading, the foreman calls for George: a block just arrived must be taken to Knight & Hawkes to have a stereo made as quickly as possible. George Dunn tucks the block under his arm, quite unconscious that he holds something positively unclean. The stereotypers notice nothing peculiar about it, and hand Dunn the stereo, which reaches the foreman in double-quick time. It is proofed, but still neither the foreman, the reader, nor the compositor who locks it in the forme has an inkling of the storm that is about to burst over this terrible block. It looks quite innocent to them. The midday break comes, with *The British Workman* on the machine ready for the run to begin as soon as Mr. Smithies, who is expected early in the afternoon, says the word.

Immediately the great man arrives he is given a machine proof of the paper, corrected to the last comma.



The Dog-Seller, another London character of the Sixties, and also a wearer of the inevitable top hat.

" He can't find much wrong with that," thinks the foreman as he hands it to the pernickety Editor. But almost instantly Mr. Smithies shows signs of extreme agitation and shocked surprise.

" Will you please explain how this outrageous picture appears in my paper ? " he says sternly to the foreman.

" It came straight from the engraver this morning, Mr. Smithies. But what is wrong with it ? "

" Can't you see—can't you see—*the man has a pipe in his hand !* "

" Yes, Mr. Smithies, but a few months ago you had a whole-page block of a man with a pipe in his *mouth*."

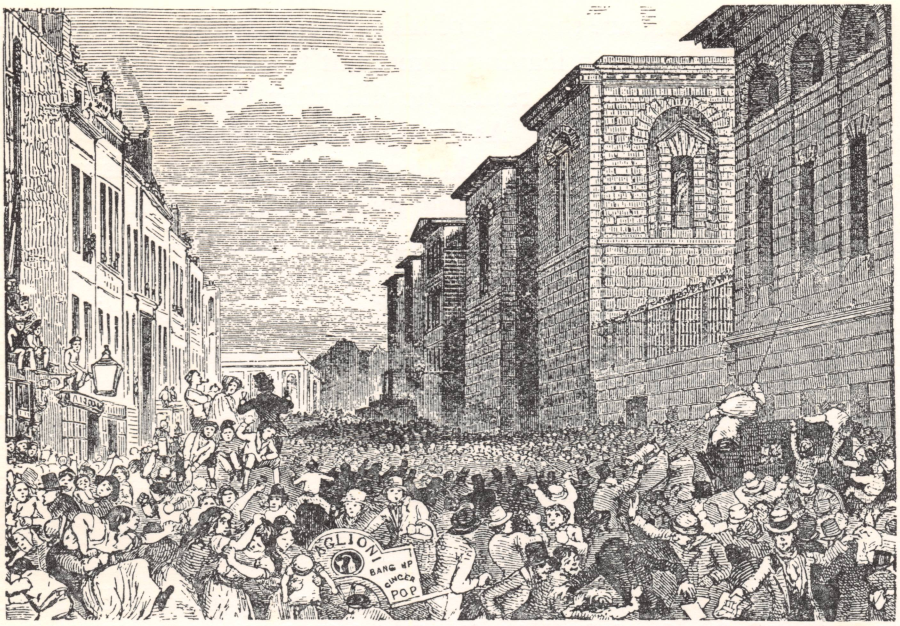
" Of course; that man was a ne'er-do-well, as the title of the picture implied. But this is a *good* man, and it would be an outrage for him to appear in my paper as if about to contaminate his lips with filthy tobacco."

Only after the obnoxious feature has been removed from the block by an engraver does Mr. Smithies allow the run of the paper to start—sadly behind time.

George Dunn, as the youngest member of the staff, was the fag, but although some of the compositors were rather rough customers, they behaved well to him. However rough they were, he noticed that they invariably used the time-honoured greeting among printers, " Good morning, gentlemen," on entering the composing-room.

Work for the staff was supposed to end at 8 o'clock, but young Dunn often had to walk to the West End with proofs for one or more doctors, and he could never be certain of getting home in the evening until long after 8.30, his proper time.

George Dunn was too tired, too intent on getting home, to receive any lasting impression of the sights and sounds around him during these late expeditions through the London streets. All that a boy thus circumstanced could hope to retain is a confused memory of a world of women in crinolines and men in top-hats—even the policemen and sandwichmen. The tall " hats " of the latter were



Scene at a public execution outside Newgate Prison, a few years earlier than the one described in this chapter, though in all essentials the same. The gallows can be dimly seen on the right of the engraving.

sometimes paper lanterns with candles inside illuminating music-hall advertisements painted on the exterior.

Of the three deities who preside over the City—Gog, Fog, and Magog—Fog was far more potent and despotic in the Sixties than now. Today he is sadly humbled; and he no longer has worshippers. He had then—the link-boys with their flaming torches, who earned good money guiding citizens through the nigritude which for the time being was London. Mr. Dunn's memories of fog are shared only by those few early contemporaries of his who are still with us. The present generation has no idea of what a real " pea-souper " was like about eighty years ago.[1]

One more of Mr. Dunn's reminiscences may be given, as it shows how remote are the days of his apprenticeship. This morning he is a little late in leaving home, but the foreman has a good idea of the length of the round he did after hours the previous night, and will not mind. As he enters Newgate Street, he sees a great crowd ahead of him; he knows quite well what this means, and what jostling and elbowing await him before he can get through. In a few moments he is in the thick of the throng, which contains the greater part of London's large criminal population—no lag at liberty would willingly miss an execution. It is hard work for Dunn squeezing and wriggling through the press, and being forced to change his course every time he comes to a barrow offering slap-up ginger pop, pies, fried fish, or other refreshments.

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[1] *Bleak House* opens with a wonderful description of a London fog.

Suddenly there is a sudden silence ; the crowd sways, and then comes a roar, " Hats off ! Down in front!"[1] But the gallows stands high, and all can see Calcraft, the veteran hangman, putting the noose around the victim's throat; all can hear the tolling of the death-bell in St. Sepulchre's tower. A gasping hush; the drop goes, and a woman dangles in the air, literally " to hang by the neck until she be dead." George Dunn sees it all, but he sickens at the sight, and once free of the crowd he hurries down Snow Hill. Soon after he reaches the office he is sent to Paternoster Row. As he turns down Old Bailey, he sees the gloating crowd still waiting for the body to be cut down.

This is not the first public execution young Dunn has seen, but he hopes it will be the last he will ever witness. It is. Seven years after the Press is freed from the Paper Duty, public executions are abolished. Who will say those two great changes were unconnected ?

The early Sixties were difficult years for George Watson. He could, it is true, secure contracts for new periodicals with ease ;

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[1] The mob at executions, when the climax of the drama was at hand, roared out the cry of the gods at the theatre at the rise of the curtain.

but these entailed a risk to him if they failed, especially as they involved quite a heavy outlay on fresh plant. Still, in order to keep abreast of the times he decided to buy additional machinery ; to add another floor to 5 Kirby Street, and to take the top floor of No. 6, next door, partly to extend the composing department, and partly for storage. Some safe contracts were obviously needed to make these additions to the Works profitable. Such contracts were a long time in coming his way, but he continued to be one of the leading printers of publications of learned societies and movements for social betterment, and for effecting various changes in the law. Among these movements was one for legalising marriage with a deceased wife's sister, about which controversy began to rage eighty years ago. Aylesbury (now so closely connected with HAZELL'S) was one of the chief centres of the dispute. The town was rent in twain over the matter. On February 27th, 1860, in the Upper House, Lord Dungannon presented a petition signed by 300 women of Aylesbury against legalising such marriages. This seemed an impressive showing for a small town. But only for a minute, because, as Lord Dungannon returned to his seat, up stepped Lord Wodehouse with a petition signed by 428 Aylesbury women in favour of legalisation!

Petition forms and propaganda pamphlets, however, were quite insufficient to keep Mr. Watson going. He wanted a weekly, and he secured a contract to print one which failed a few months after its birth. The cessation of the paper, following on his heavy capital outlay, increased Mr. Watson's difficulties, which became a topic for gossip among the staff. He managed to carry on, however, and the crises he had to meet never became apparent outside the Works.

That was the position when on Tuesday, August 23rd, 1863, a new face was seen in the office—a young man fresh from a walking tour in Cornwall, spent with Mr. Watson's son, had joined the Firm. His name was Walter Hazell.

CHAPTER SIX

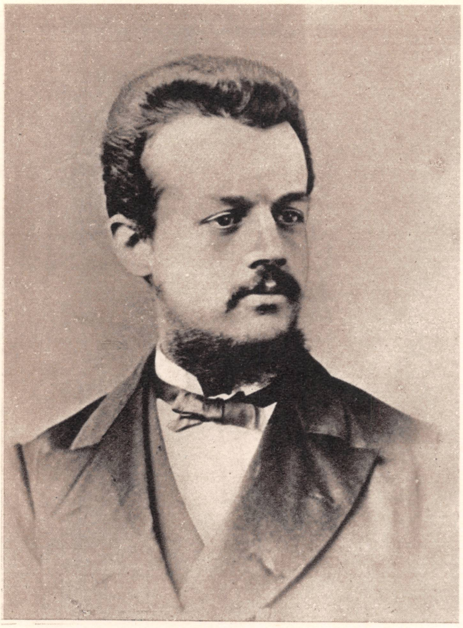
ENTER WALTER HAZELL

Character Sketch—A Lonely Little Boy—The Pet Chicken
Exact Accounting—Islington's Lonely Lanes—A New Career
Three Critical Years—Planning for Others

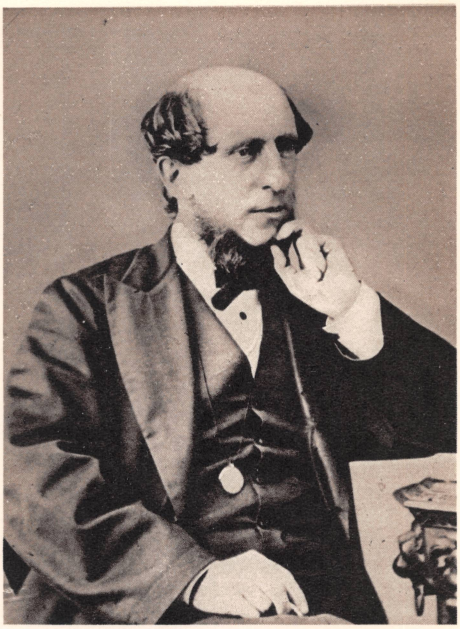
WALTER HAZELL, serious, with keen sense of humour; a trifle stern, but very charming, entirely sincere, shrewd; a religious man without a trace of bigotry; a man brimming with ideas, practical ideas because of a rare gift of quickly grasping essentials; a just man; one whose ruling ambition was to serve his fellow-men, to better the lot of the workers and of the slum-child, to help the underdog—in his favourite phrase, " to leave the world a little better than he found it." A visionary, a man who built castles in the air—and put foundations under them. Add that he was a good listener, a born organiser, an exact accountant with a remarkable memory for facts, figures, and dates, and you have summed up the newcomer to George Watson's printing works on that August day nearly seventy-six years ago.

Born on New Year's Day, 1843, Walter Hazell, to his great regret in after-life, was reared as an only child, his three brothers having died in infancy. His father, Mr. Jonathan Hazell, was a small though successful manufacturing goldsmith who came of good farming stock. The family records show that the association of the Hazells with the Mead Farm, Wantage, in Berkshire, began well over two centuries ago.

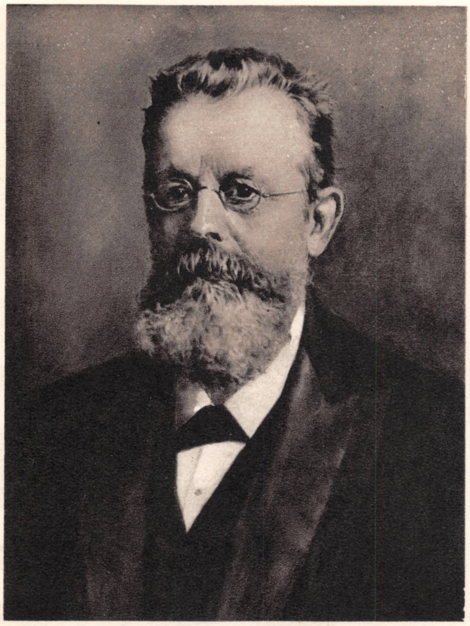
Until he was ten years old, Walter Hazell's parents lived over the office and workshop at 24 Gloucester Street (now 22 Gloucester Way), Clerkenwell. The boy was reared in a household with a strictly Evangelical Nonconformist atmosphere, but, thanks to



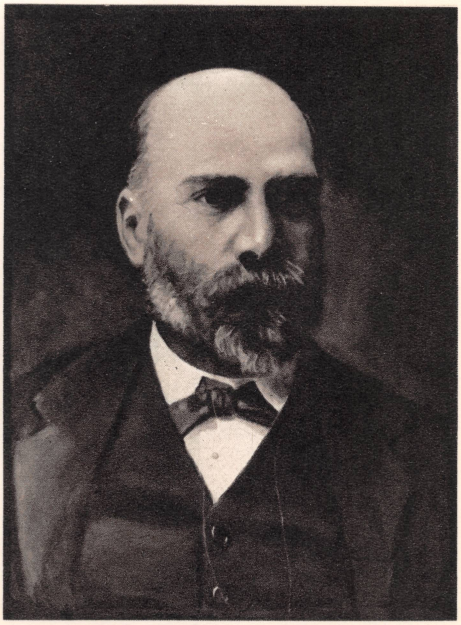
GEORGE WATSON, Junior
as a young man



T. B. SMITHIES
From a photograph in 1867



GEORGE WATSON, Junior
in later life

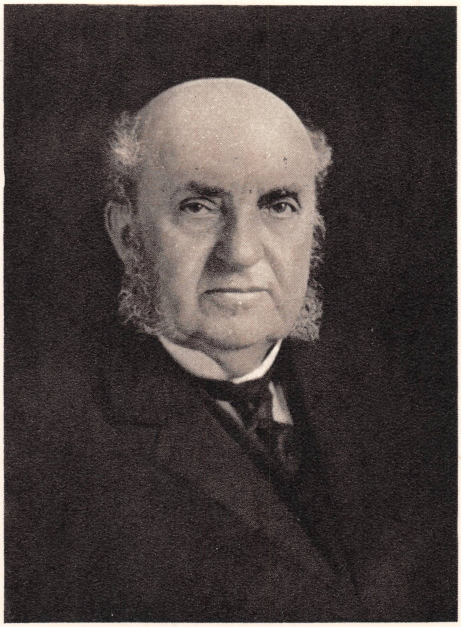


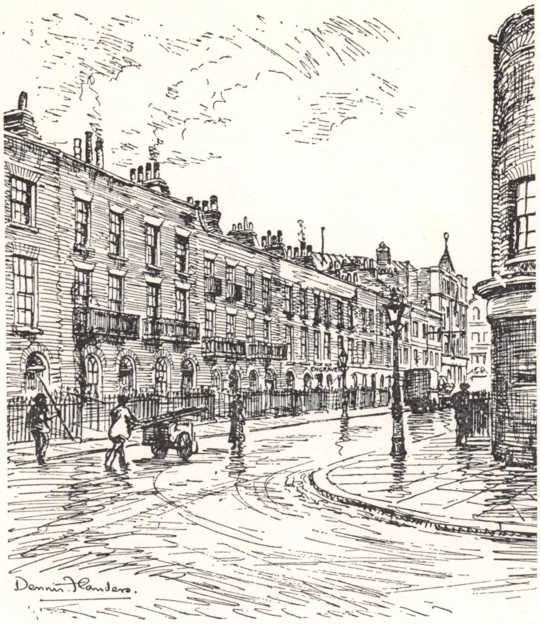
J. ELLIOTT VINEY
in 1894

Mrs. WALTER HAZELL
when young

WALTER HAZELL
Aged 20

Mrs. WALTER HAZELL
in 1913


WALTER HAZELL
in 1913



Dennis Flanders.

Walter Hazell's Birthplace

The house in which Walter Hazell was born has the fifth doorway from the left. Formerly 24 Gloucester Street, Clerkenwell, it is now known as 22 Gloucester Way. Hereabouts, as a thoughtful, rather lonely little boy, Walter Hazell used to wander, his only companion being a tame chicken.

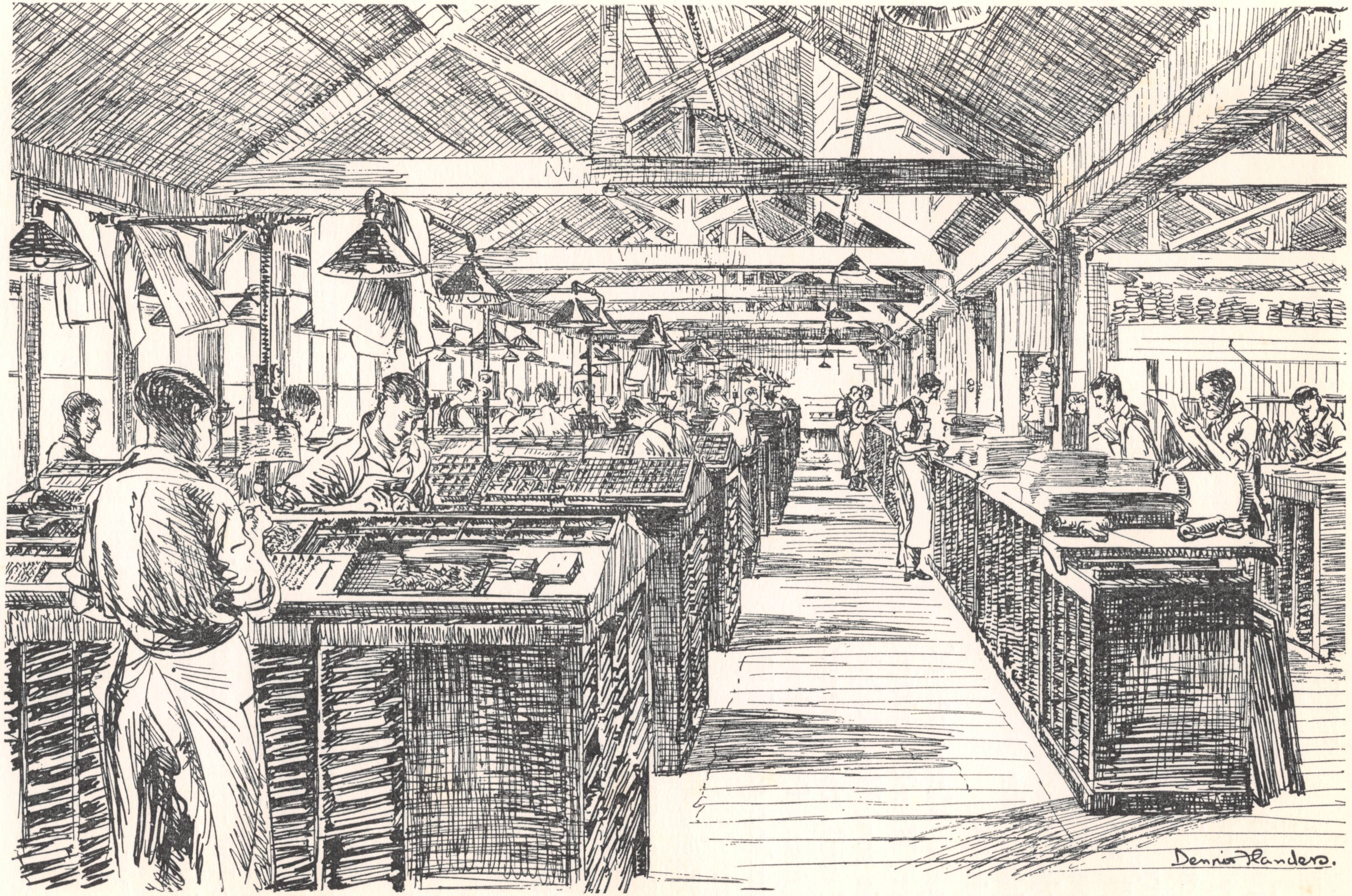
Mr. Jonathan Hazell's cheery and genial disposition, it was not a gloomy home. Mrs. Hazell was devoted to her son, and taught him to enjoy reading, and to think for himself early in life.

In a Memoir[1] of Walter Hazell written by his son Mr. Ralph C. Hazell, the present Chairman of the Firm, the author says of his father:

"He must have been rather a quaint, old-fashioned little boy. According to family tradition, his chief pet as a child was a tame chicken, which was carried under his arm, or followed him about in his walks in the somewhat dreary streets and squares of Clerkenwell. His mother, who was a rather nervous, delicate woman, never encouraged him to play games, and he used to tell how, when he first went to school as a day-boy, arrayed in an overcoat and comforter, his little face crowned by a top-hat with an elastic to keep it in place, his arrival added considerably to the gaiety of his school-fellows, if not to his own.

"When my father was about ten years old, the family moved

[1] *Walter Hazell, 1843-1919* (Hodder & Stoughton, 1919).



Portion of the Hand-composing Department at Aylesbury Today.

The only section at Hazell's in which William Paul, who started the business in 1839, would feel at home—except for the bewildering choice of type available. In essentials hand composition, together with its terminology, has remained unchanged for centuries.

from Clerkenwell to a more comfortable home in Stroud Green, and in 1861, the year his mother died, they moved farther out to Hornsey Lane. It is difficult for us to realise how neighbourhoods which to-day are crowded suburbs were then countrified, residential districts. There was no gas and no street-lighting in Hornsey in 1861. Residents used to carry lanterns on dark nights, and Park Chapel Congregational Church, where the family attended, was lit with candles. These candles were calculated to last through an evening service of reasonable length; but if the preacher's eloquence exceeded the ordinary limits, my grandfather, who was one of the chapel deacons, had to extinguish the guttering lights before the service concluded, leaving the preacher in the growing gloom to take the obvious hint."

" Mr. Hazell left school early," continues the Memoir, " and almost as a matter of course he entered his father's business as quite a young lad. His first personal account-book, still preserved, suggests how he soon developed the business-like habits and the grasp of figures which were so characteristic of him in his later years. Entries of ' Wages, 4/– ' occur weekly. Every item of his modest personal expenditure is recorded in minute detail, both in the cash account and on a separate page as a ledger entry; and when his aunt gave him sixpence to put into the collection on Sunday, the money is duly entered on the same date both as a receipt and as a payment. To those of us who in later years admired his skill in analysing a complicated balance-sheet, this little account-book suggests the old copy-book maxim, ' Practice makes perfect.' "

While employed at the jewellery works in Clerkenwell, young Walter Hazell generally walked to and from his home at Stroud Green. He used to recall that on winter nights he sometimes saw a little knot of people waiting near the Angel at Islington for their numbers to increase before they proceeded farther north on roads bordered by dark, lonely fields which were frequented by beggars, and even occasionally by footpads and garotters.

"He worked industriously in his father's business for some years," says his son, "but he never liked the work. He always hated jewellery, and longed to devote his energies to making something which, to him, seemed more worthy of the labour involved. During the whole of his life he was a great reader, and the production of books appealed to him more than any other kind of work."

George Watson being an old friend of the family, it was suggested that Walter Hazell, then twenty years of age, should enter his printing works with a view to a partnership after he had attained his majority. Mr. Jonathan Hazell, unlike so many fathers, having decided that it would be unwise to press his son to continue a distasteful career, agreed to this course, and to invest a considerable part of his savings in the Kirby Street business.

Shortly after this arrangement had been made, Walter Hazell and George Watson, junior, started for a walking tour in Cornwall. The two friends were about the same age, and whereas Walter Hazell knew nothing of the printing trade, young Watson was already fully trained, and soon due to take over the management of the Works. Hiking, though not under that name, in the Sixties was regarded as quite a new way of spending a holiday, and it already had a sufficient following to merit jokes in *Punch*. Walter Hazell must have learnt much from his future partner during the tour. As his son records, he had the gift of drawing people out about their work and other interests. "He always preferred to do this rather than to talk about his own affairs, and no matter whether the conversation was with a chance acquaintance . . . a friend at lunch at his club, or the hairdresser who cut his hair, he invariably succeeded in eliciting something interesting out of every talk."

In choosing Cornwall for their holiday these two young Victorians had fixed on a primitive part even of an England that still sent farm labourers to prison for "refusing to obey their masters' lawful commands to attend church on the Sabbath."[1] In the Duchy the stocks were still used to punish the more venial crimes,[2] and old customs and observances, mere memories in many counties, continued to flourish there.

But whatever part of the Kingdom Walter Hazell and young George Watson had chosen to explore in 1863, they would have received the impression that a vast amount of work was needed from the printing press before much headway could be made against the ignorance, cruelty, squalor, disease, crime, and drunkenness, evidences of which too often met the seeing eye on country roads and in city streets alike.

During the first three or four years of his association with the Watsons, father and son, Walter Hazell concentrated all his energies on putting the business on a sure foundation. It was a heavy task, the extra capital put into the Firm by Mr. Jonathan Hazell being only enough to enable it to struggle on amid the entirely new conditions that confronted the infant printing industry.

HAZELL'S, as we have begun to call the Firm, although it continued to bear only the name of George Watson until he retired in 1867, pursued a cautious policy during the early days of the printing boom. But the boom meant that competition was growing keener, and the Firm's slender capital had to be strained to make certain needed additions to premises and plant. After three critical years, during which, as Walter Hazell's note-books show, disaster more than once came in sight, the tide seems to have turned. This was some time in 1866. In that year Walter Hazell, a young man of twenty-three, married Ann, daughter of James Tomlin, he and his bride having been friends almost from childhood. The marriage was a happy one, and with business worries receding, Mr. Hazell was able to turn his attention to making plans for improving the working conditions of the staff. These took years to mature, and before he could put them into operation many things happened which must be narrated first.

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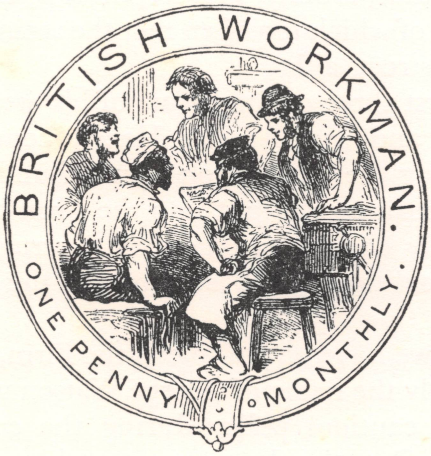
[1] *The Birmingham Post*, quoted in *Punch*, March 5th, 1864.

[2] *Punch* for November 11th, 1864, comments on the recent case of three boys put in the stocks at St. Ives, Cornwall, for playing marbles on the Sabbath.



Vignette on the cover of a tiny eight-page brochure produced by George Watson in 1861 to advertise the publications directed by Mr. T. B. Smithies, which were printed at 5 Kirby Street. This is the earliest extant advertisement pamphlet printed by the Firm.

CHAPTER SEVEN

WHAT OUR GRANDPARENTS USED TO READ

Dickens as a Hottentot—A Feminist Journal—Photography in the Sixties—Bicycle versus Camera—Mechanical Engraving Seventy Years Ago—Enfranchising the Artist

A FEW of the numerous periodicals printed by Hazell's in the Sixties deserve a chapter to themselves, not forgetting the early medical treatises and lectures, a glance at any of which shows the enormous advance curative science has made. Reference to anæsthetics as newly discovered, illustrates the remoteness of the Mid-Victorian era, and reminds one of the death in agony of Sir Robert Peel in 1850, which could have been prevented by chloroform, had it not come into general use a few months too late.[1]

Of the works printed at Kirby Street for the Pathological Society, the earliest seems to be the *Transactions* for 1858-9, which was before Lister introduced the use of antiseptics. The *Transactions* bear the imprint of J. W. Roche, who was George Watson's works manager from about 1858 until 1864, when George Watson, junior, took over the duties. It was the custom in those days for a printer like Roche, with no plant of his own, to secure a contract, take it to a large firm and arrange a responsible position for himself, stipulating that he was to be the nominal printer of his own contract. When his engagement terminated, he would take the work with him. Roche must have been a very restless man, because from 1853 to 1858 he changed his address every year, as we see from his imprints, but he always remained in the Ber-

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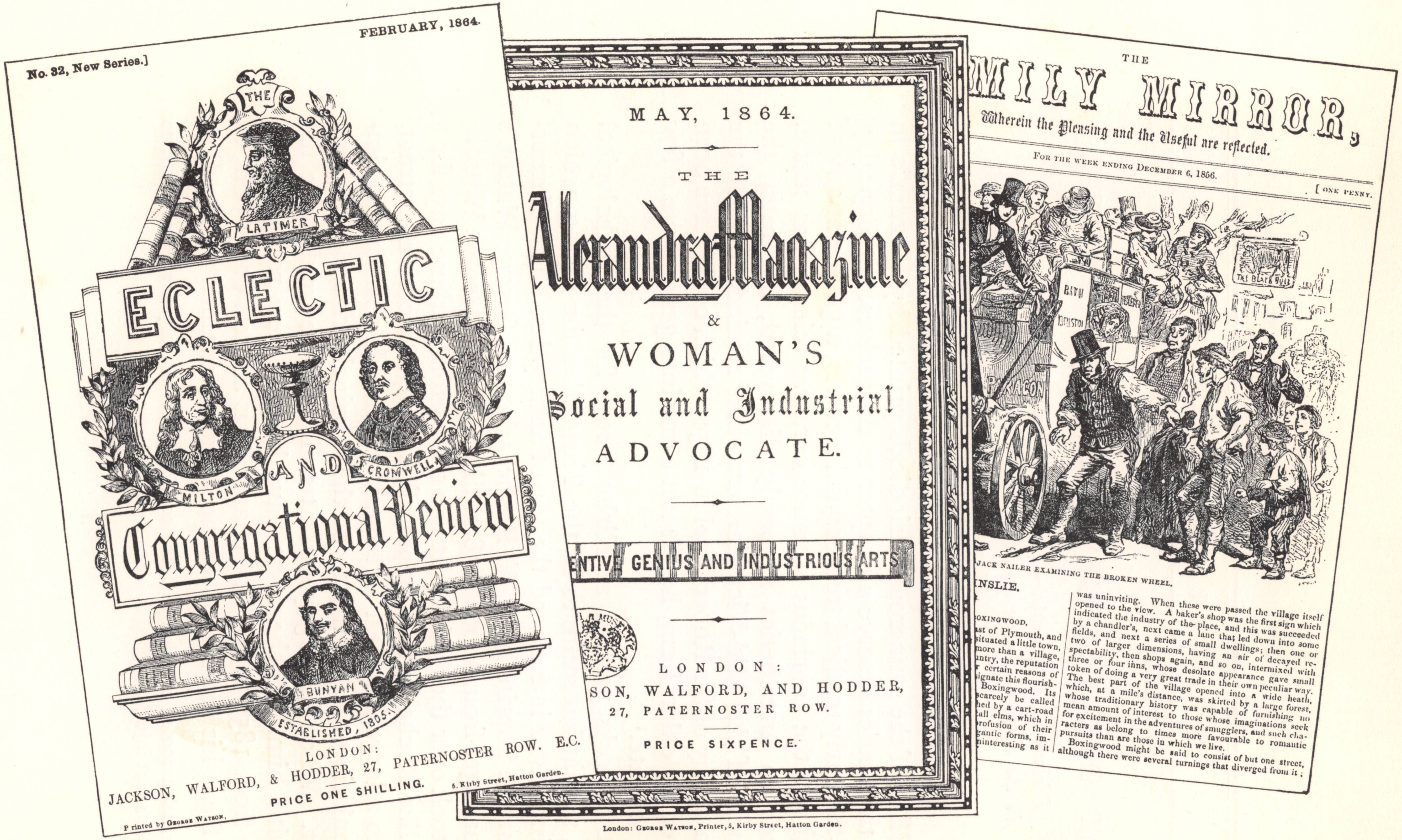
[1] Peel had a rooted aversion to being touched, and his surgeons were unable to ascertain his exact injuries caused by a fall from his horse.



FEBRUARY, 1864.

No. 32, New Series.]

THE

LATIMER

ECLECTIC

MILTON AND CROMWELL

Congregational Review

BUNYAN

ESTABLISHED, 1805.

LONDON:
JACKSON, WALFORD, & HODDER, 27, PATERNOSTER ROW. E.C.

PRICE ONE SHILLING.

Printed by George Watson, 5, Kirby Street, Hatton Garden.

MAY, 1864.

THE

Alexandra Magazine

&

WOMAN'S

Social and Industrial

ADVOCATE.

ENTIVE GENIUS AND INDUSTRIOUS ARTS

LONDON:
SON, WALFORD, AND HODDER,
27, PATERNOSTER ROW.

PRICE SIXPENCE.

London: George Watson, Printer, 5, Kirby Street, Hatton Garden.

THE

MILY MIRROR,

Wherein the Pleasing and the Useful are reflected.

For the week ending December 6, 1856.

[ONE PENNY.

JACK NAILER EXAMINING THE BROKEN WHEEL.

INSLIE.

OXINGWOOD.

ast of Plymouth, and situated a little town, more than a village, intry, the reputation r certain reasons of signate this flourish- Boxingwood. Its scarcely be called hed by a cart-road all elms, which in profusion of their gantic forms, im- ninteresting as it was uninviting. When these were passed the village itself opened to the view. A baker's shop was the first sign which indicated the industry of the place, and this was succeeded by a chandler's, next came a lane that led down into some fields, and next a series of small dwellings; then one or two of larger dimensions, having an air of decayed respectability, then shops again, and so on, intermixed with three or four inns, whose desolate appearance gave small token of doing a very great trade in their own peculiar way. The best part of the village opened into a wide heath, which, at a mile's distance, was skirted by a large forest, whose traditionary history was capable of furnishing no mean amount of interest to those whose imaginations seek for excitement in the adventures of smugglers, and such characters as belong to times more favourable to romantic pursuits than are those in which we live.

Boxingwood might be said to consist of but one street, although there were several turnings that diverged from it;

The Eclectic, as it was always familiarly called, was printed by George Watson from 1863 until 1868, when it ceased publication. Shortly before it was acquired by Hodders and printed at Kirby Street, it compared Dickens to a Hottentot as regards his knowledge of religious people. Of the two other periodicals shown above, both printed at Kirby Street, *The Alexandra Magazine* was an early feminist publication; and *The Family Mirror*, a sixteen-page penny weekly, was a venture of George Watson on his own account in 1856, which speedily came to an end and involved him in heavy loss.

mondsey and Rotherhithe district, sometimes moving only a few doors away. From 1859 he gives his address in imprints as 5 Kirby Street, and his subsequent moves cannot be traced.

Two months before Walter Hazell joined the Firm, a contract to print *The Eclectic Review* was secured from Jackson, Walford, & Hodder, who in June 1868 became Hodder & Stoughton, the noted firm who are still very important customers of HAZELL's.

The Eclectic, as it was always called, was founded in 1805, and was a staunch advocate of Evangelical Protestantism. Skipping the controversial articles, one finds it packed with good reading. One quotation only can be given here. It is from a review of Dickens's *Great Expectations* :

> " We shall not here enter into the question, whether Mr. Dickens has used his immense powers for good or evil. This may furnish some remarks in another paper [i.e. article]; for the present we shall content ourselves with introducing these volumes to our readers, and very cheerfully express our conviction that they are more free from objectionable material than most of the author's writings. . . . We firmly believe Mr. Dickens knows as much of the ways and manners of religious people as a Hottentot (a gentle critic reminded us when we said so, that ' we love him so much we wish he knew more ') . . .
>
> " *A Tale of Two Cities* pleased nobody, and *Little Dorrit* was felt to be a failure, but *Great Expectations* is delightful, and we cannot deal with Mr. Dickens' sins in other books until its spell has worn off."

That shows *The Eclectic* as it was shortly before it was acquired by Jackson, Walford, & Hodder, who, on assuming control, appointed an editor of wider outlook.

The Alexandra Magazine was a feminist publication, named after one of the most beloved women of the time, the young Consort of the Prince of Wales. It was started in 1864, and bore the sub-title, *& Woman's Social and Industrial Advocate*. Again Jackson, Walford, & Hodder were the publishers, and HAZELL's, though still called simply George Watson, were the printers.

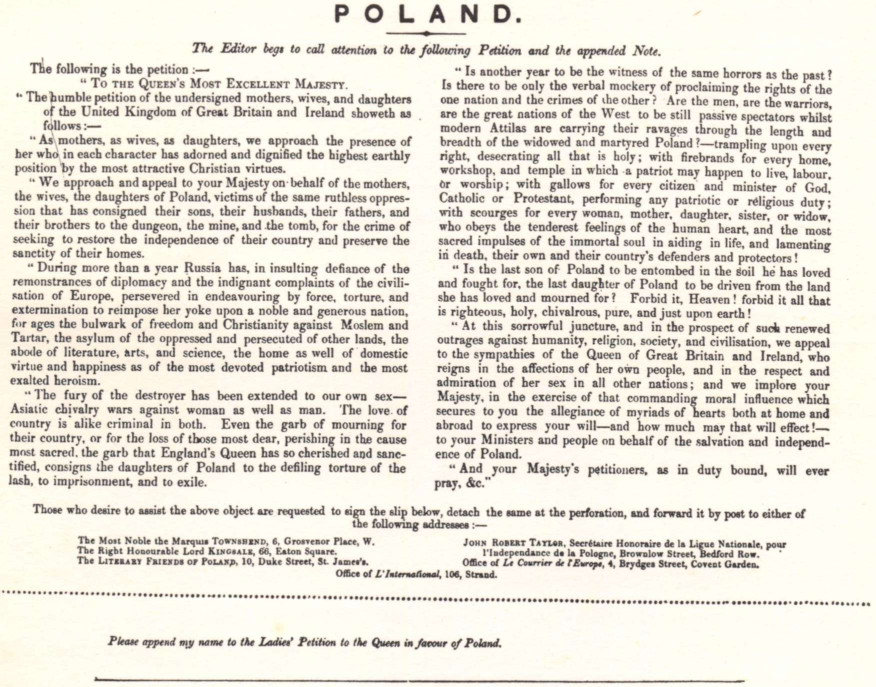
The aim of the magazine, which had 64 octavo pages and cost 6*d*., was to raise the social and economic status of women, and it published many articles on careers—" watchwork," wood-engraving, and lithography, among them, all being described as suitable for women.

The combined magazine was in no sense a militant organ; it was, rather, the product of the charitable forces which brought such bodies as the Governess's Benevolent Institution into being. There is a curious modern ring about the subject, if not the style, of " The Ladies' Petition," addressed to the Queen, a two-page inset with a perforated portion for the signature to be detached and sent to Marquess Townshend. This Petition prayed the Queen to take into consideration the wrongs Poland was suffering at the hands of Russia in 1864. It asks, " Is another year to be the witness of the same horrors as the past ? Is there to be only the verbal mockery of proclaiming the rights of the one nation and the crimes of the other ? "

The Queen is finally asked " to express your will—and how much that may effect!—to your Ministers and people on behalf of the salvation and independence of Poland."

The health of women was treated as an important topic, and this attracted medical advertisements as well as others like that of " Captain Chiossos' New and much improved system of Calisthenic Exercises for Ladies." *The Alexandra Magazine* was also much concerned with the cost of living for the poor. It advocated the use of dried beef, which the Argentine was just starting to export. Previously, in the absence of refrigeration, meat on the River Plate had been almost a waste product, cattle being bred for the sake of their hides. Dried beef, or *charqui*, cost only 3*d.* a pound, one pound being equal in nourishment to three pounds of fresh meat.

Australia also had a surplus of meat, and began to export dried beef. Mr. Tallerman, head of the Australian Meat Agency in London, understood the value of publicity, and set up a kitchen in Norton Folgate to serve dried meat dinners to the poor at a penny a head. Napoleon III was persuaded to have Australian dried beef served; first to his guards; then, on their survival, to his household. Finally it appeared on the Imperial table itself. The Emperor's cordial testimonial must have been of considerable value.



POLAND.

The Editor begs to call attention to the following Petition and the appended Note.

The following is the petition :—

" To the Queen's Most Excellent Majesty.

" The humble petition of the undersigned mothers, wives, and daughters of the United Kingdom of Great Britain and Ireland showeth as follows :—

" As mothers, as wives, as daughters, we approach the presence of her who in each character has adorned and dignified the highest earthly position by the most attractive Christian virtues.

" We approach and appeal to your Majesty on behalf of the mothers, the wives, the daughters of Poland, victims of the same ruthless oppression that has consigned their sons, their husbands, their fathers, and their brothers to the dungeon, the mine, and the tomb, for the crime of seeking to restore the independence of their country and preserve the sanctity of their homes.

" During more than a year Russia has, in insulting defiance of the remonstrances of diplomacy and the indignant complaints of the civilisation of Europe, persevered in endeavouring by force, torture, and extermination to reimpose her yoke upon a noble and generous nation, for ages the bulwark of freedom and Christianity against Moslem and Tartar, the asylum of the oppressed and persecuted of other lands, the abode of literature, arts, and science, the home as well of domestic virtue and happiness as of the most devoted patriotism and the most exalted heroism.

" The fury of the destroyer has been extended to our own sex— Asiatic chivalry wars against woman as well as man. The love of country is alike criminal in both. Even the garb of mourning for their country, or for the loss of those most dear, perishing in the cause most sacred, the garb that England's Queen has so cherished and sanctified, consigns the daughters of Poland to the defiling torture of the lash, to imprisonment, and to exile.

" Is another year to be the witness of the same horrors as the past? Is there to be only the verbal mockery of proclaiming the rights of the one nation and the crimes of the other? Are the men, are the warriors, are the great nations of the West to be still passive spectators whilst modern Attilas are carrying their ravages through the length and breadth of the widowed and martyred Poland?—trampling upon every right, desecrating all that is holy; with firebrands for every home, workshop, and temple in which a patriot may happen to live, labour, or worship; with gallows for every citizen and minister of God, Catholic or Protestant, performing any patriotic or religious duty; with scourges for every woman, mother, daughter, sister, or widow, who obeys the tenderest feelings of the human heart, and the most sacred impulses of the immortal soul in aiding in life, and lamenting in death, their own and their country's defenders and protectors!

" Is the last son of Poland to be entombed in the soil he has loved and fought for, the last daughter of Poland to be driven from the land she has loved and mourned for? Forbid it, Heaven! forbid it all that is righteous, holy, chivalrous, pure, and just upon earth!

" At this sorrowful juncture, and in the prospect of such renewed outrages against humanity, religion, society, and civilisation, we appeal to the sympathies of the Queen of Great Britain and Ireland, who reigns in the affections of her own people, and in the respect and admiration of her sex in all other nations; and we implore your Majesty, in the exercise of that commanding moral influence which secures to you the allegiance of myriads of hearts both at home and abroad to express your will—and how much may that will effect!— to your Ministers and people on behalf of the salvation and independence of Poland.

" And your Majesty's petitioners, as in duty bound, will ever pray, &c."

Those who desire to assist the above object are requested to sign the slip below, detach the same at the perforation, and forward it by post to either of the following addresses :—

The Most Noble the Marquis Townshend, 6, Grosvenor Place, W.
The Right Honourable Lord Kingsale, 66, Eaton Square.
The Literary Friends of Poland, 10, Duke Street, St. James's.

John Robert Taylor, Secrétaire Honoraire de la Ligue Nationale, pour l'Independance de la Pologne, Brownlow Street, Bedford Row.
Office of *Le Courrier de l'Europe*, 4, Brydges Street, Covent Garden.

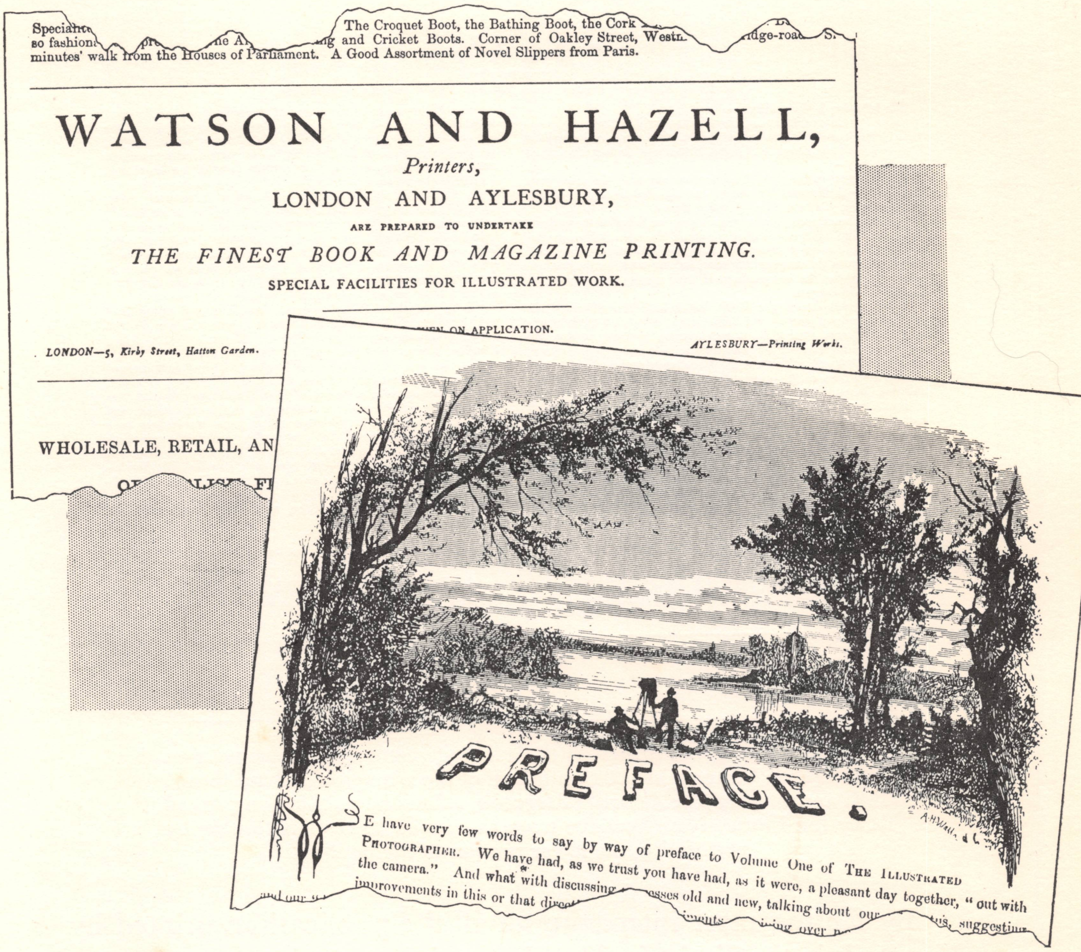
Office of *L'International*, 106, Strand.

……

Please append my name to the Ladies' Petition to the Queen in favour of Poland.

History has repeated itself in the exciting year 1939, as this petition to Queen Victoria in 1864 on behalf of the wrongs of Poland shows. It appeared in *The Alexandra Magazine*, a feminist publication printed by the Firm. Note how the magazine saved its readers trouble by perforating the lower portion of the petition.

By far the most interesting of all the publications printed by Hazell's in the Sixties is *The Illustrated Photographer*, a threepenny weekly for amateurs. This paper was founded by the Firm, as its inclusion in a trial balance-sheet drawn up by Walter Hazell shows. It was an ambitious undertaking, a pioneer venture, because, as the Editor pointed out, its advent meant that "of all classes represented in the literary world by special organs, photographers alone could boast one liberally illustrated with



Specia The Croquet Boot, the Bathing Boot, the Cork
so fashion pr ne A ng and Cricket Boots. Corner of Oakley Street, Westn idge-road S.
minutes' walk from the Houses of Parliament. A Good Assortment of Novel Slippers from Paris.

WATSON AND HAZELL,
Printers,
LONDON AND AYLESBURY,
ARE PREPARED TO UNDERTAKE
THE FINEST BOOK AND MAGAZINE PRINTING.
SPECIAL FACILITIES FOR ILLUSTRATED WORK.

ON APPLICATION.

LONDON—5, Kirby Street, Hatton Garden. *AYLESBURY—Printing Works.*

WHOLESALE, RETAIL, AN

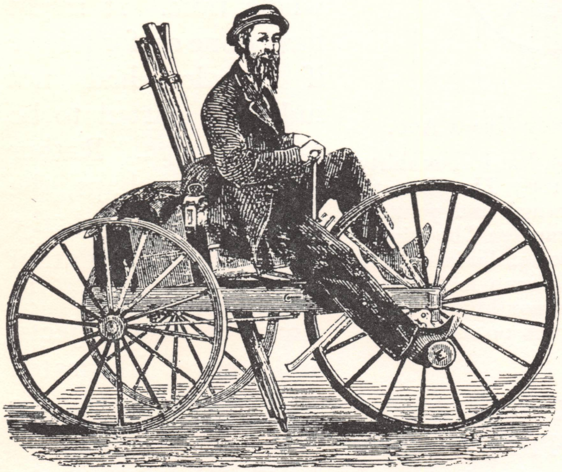
WE have very few words to say by way of preface to Volume One of THE ILLUSTRATED PHOTOGRAPHER. We have had, as we trust you have had, as it were, a pleasant day together, "out with the camera." And what with discussing esses old and new, talking about our tus, suggesting improvements in this or that direct

Above: The earliest advertisement issued by HAZELL's which can be discovered. It belongs to the year 1868, when the Firm were already among leading printers of illustrated work. The space given to publications printed by them in Gleeson White's *Illustration in the 'Sixties* is proof of this. *Below:* Heading of the Preface to the first volume of *The Illustrated Photographer*, drawn by the Editor, A. H. Wall.

original designs and drawings." Seven-day weather forecasts by Negretti and Zambra were a special feature.

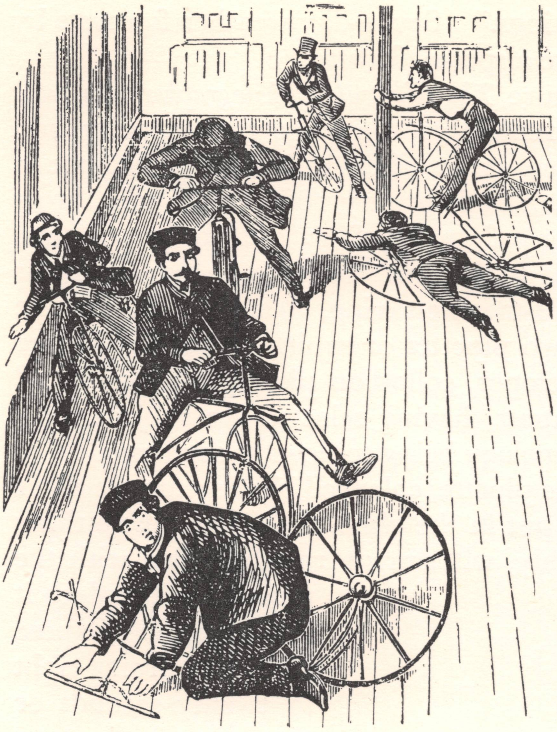
How ambitious a venture *The Illustrated Photographer* was, will be better realised if we remember the stage photography had reached some twenty-nine years after it had first become a practicable art or science, in February 1868, when this threepenny weekly, consisting of twenty-four quarto pages, was launched. Its appeal was to the amateur, who had available as the last word in time-and-trouble-saving, "simple" outfits the following: "A camera, two pipettes or squirts, a bottle of silver solution, a bottle of developer, collodion plates, a tripod &c." Thus equipped, the amateur, having selected his subject, proceeded like this, the phraseology being somewhat condensed:

"First, by means of the pipette, coloured blue, squirt the silver solution into the camera, put in the plate, shake the whole thing to coat the plate thoroughly, withdraw surplus solution with the pipette, and replace it in the bottle. Expose plate for from eight to twenty seconds or more, according to conditions. Then put developing solution into the camera with the second pipette, coloured red. When the plate (protected by orange-coloured glass which lines the camera) appears to be sufficiently developed on being held up to the light and viewed through the lens, take



Not an early road scarifier, but a tricycle recommended for camera enthusiasts in *The Illustrated Photographer* in 1869 (see caption to the illustration on the next page).

it out and thoroughly wash it in water."



A VELOCIPEDE SCHOOL SEVENTY YEARS AGO.

The bicycle was invented in 1839, but it took thirty years to become popular. In 1869 *The Illustrated Photographer*, which HAZELL's owned and printed, reproduced this drawing in a campaign "boosting" the velocipede. The paper was too enthusiastic, and its readers used its Exchange Column to "swap" cameras for velocipedes. A few months afterwards *The Illustrated Photographer* was no more!

This outfit, says *The Illustrated Photographer*, was a French amateur's invention, and was known as "Photography in One Hour." Still, in spite of its complications,[1] photography had a sufficient number of enthusiastic amateur followers to enable *The Illustrated Photographer* to carry on for nearly two years, and to be bright and entertaining the whole time. It might have gone on for longer if bicycles had not suddenly started to be a minor rage. Rather unwisely, perhaps, the paper emphasised the value of the invention to photographers in search of new subjects, and gave illustrated descriptions of various types of machines suitable for carrying the elaborate photographic apparatus then in use.

---

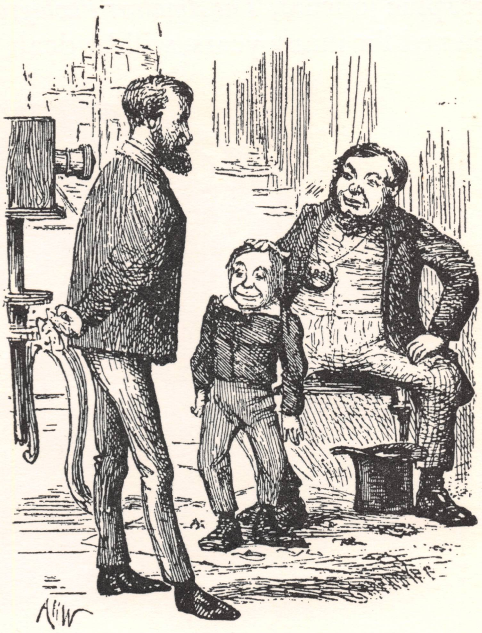
[1] Speedy work was nevertheless done by camera-men. *The Illustrated Photographer* tells how, in 1868, Godard, a Frenchman, photographed from a balloon large bodies of troops manœuvring. It took him only twelve minutes to ascend, take his picture, and return to headquarters with a plate. Six leagues of country were comprised in a single view.

Soon its exchange column began to contain offers such as a camera, &c., costing £12, for a bicycle, and one suspects the vehicle which *The Illustrated Photographer* said was " among the marvels of the photographic season of 1869 " was largely responsible for its speedy decline.

The Illustrated Photographer is notable, not only as an early essay in popular photographic literature, but in another, quite unexpected way: it employed photography in producing many, if not all, of the engravings it published in its pages. It outlined one of the processes it used (apparently there were varying methods) in its issue for October 2nd, 1868.

Without entering into too many technicalities, a photographic negative of the drawing was made on a plate coated with bichromated gelatine; from this certain portions of the picture were chemically dissolved away, leaving the white portions in relief. A plaster cast was next made, and electrotyping and other processes were then called in to supply the finished block.

It would be a mistake to think that the mechanical production of engravings for letterpress printing is only of commercial interest. It meant that the artist was at last freed from the thraldom in which he had been held by the wood-engraver for centuries. Until enfranchised by the camera, he had



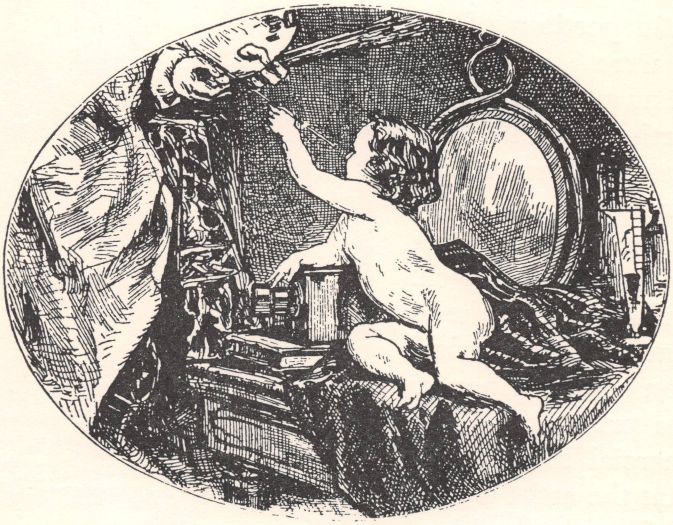
A *FARE* PROPOSITION.

CONDUCTOR—"Oh! yer charges hextra for two, do yer? Well, supposin' I puts 'im on my knee: you'll never make it more or a single fare when only one seat is ocyerpied!"

A joke in *The Illustrated Photographer*, with a drawing by the Editor, A. H. Wall.

to make his drawing to the exact size of the block on which it was to be pasted before being hacked away by a journeyman who oftentimes was a mere " wood-chopper," to use early-Victorian slang. Thus, however mutilated his original was in the engraved version, the artist could not produce his drawing to prove the fact. The camera, on the other hand, preserved the drawing, which could be what size the draughtsman pleased, and at once made the artist arbiter of the treatment of his own work. Photography only came into fairly general use for wood engraving about 1876, so that *The Illustrated Photographer* may be counted as a pioneer.

HAZELL's next and entirely successful venture with a photographic journal, *The Amateur Photographer*, which they founded, and owned for many years, will be dealt with in a later chapter.



In 1839 and for many years afterwards surplus copies of weekly periodicals were sold in monthly batches enclosed in a special cover. The vignette above appeared on the monthly covers of *The Illustrated Photographer*, a threepenny weekly owned and printed by HAZELL's.

CHAPTER EIGHT

WHEN WORK *WAS* WORK

The Saturday Half-day Started—Beer at Midnight—Women Compositors—Double Use for Treacle—A 56-hour Spell of Duty "Captain Shaw and His Brigade"—Victorian Newspapers

"DEPEND on it, it is difficult to disturb the system of life," said Dr. Johnson, and Walter Hazell soon found the truth of these words when he came to consider how the working conditions of the growing staff could be improved. In early life he had been greatly influenced by *The Silent Partner*, an American novel by Elizabeth Stuart Phelps. In this book the heroine inherits a partnership in a cotton-mill, and introduces what were then thought daring schemes for staff welfare. To be able to follow this example became Walter Hazell's ruling ambition, and, as this history will show, he realised it to the full.

There was as yet a lack of *esprit de corps* among the Firm's employees, who, while forming no part of what the Prince Consort called the "unregulated mass of illiterate people," were, nevertheless, of a type totally different from that associated with the printing industry today. All that it was found possible to do at first, therefore, was for the Firm voluntarily to reduce working hours by closing on Saturdays at 2 instead of 5 p.m. Part of the reduction was made up by the staff, who worked later on certain days of the week; and part by the employers. This took place in 1864.

The free Saturday afternoon, which in a few years became a general rule in industry throughout the country, is the most important change in working hours ever made. It brought organised sport into being, and it gave workers hitherto-denied opportunities for self-education in reading, visits to museums, art galleries, and so on.

Soon after the shorter working week came into force, George Watson, senior, retired, being no longer capable of full activity. He lived at Farnham, Surrey, until 1899, being eighty-four years old at the time of his death. He was one of the best and most conscientious printers of his day, a man of taste and education, and he established a tradition of craftsmanship which will never be forgotten by his Firm.

On his retirement in 1867, the two remaining partners, who were both under twenty-five, entered into a new agreement, and the name of the business was altered to Watson & Hazell, Mr. Hazell being the senior partner.[1] The two young men were firm friends, and worked harmoniously together, Walter Hazell on the business side, George Watson acting as Works Manager.

Just before the elder Watson retired, a bold venture was launched, a country branch at Aylesbury. But the inception of this, and its remarkable success, on both the commercial and the welfare sides, despite gloomy prophecies, must be dealt with a little later in this history. Meanwhile, let us glance at working conditions in the early Sixties.

No. 5 Kirby Street was then a Georgian dwelling-house with partition walls removed to render the premises suitable for a works. The kitchen had become the engine room, the machine room being on the ground floor. Above was the office and store room, and the second floor was the composing and press section. In 1861 a third floor was built as an extra composing-room to communicate with the top floor of No. 6, which was already being rented for storage purposes.

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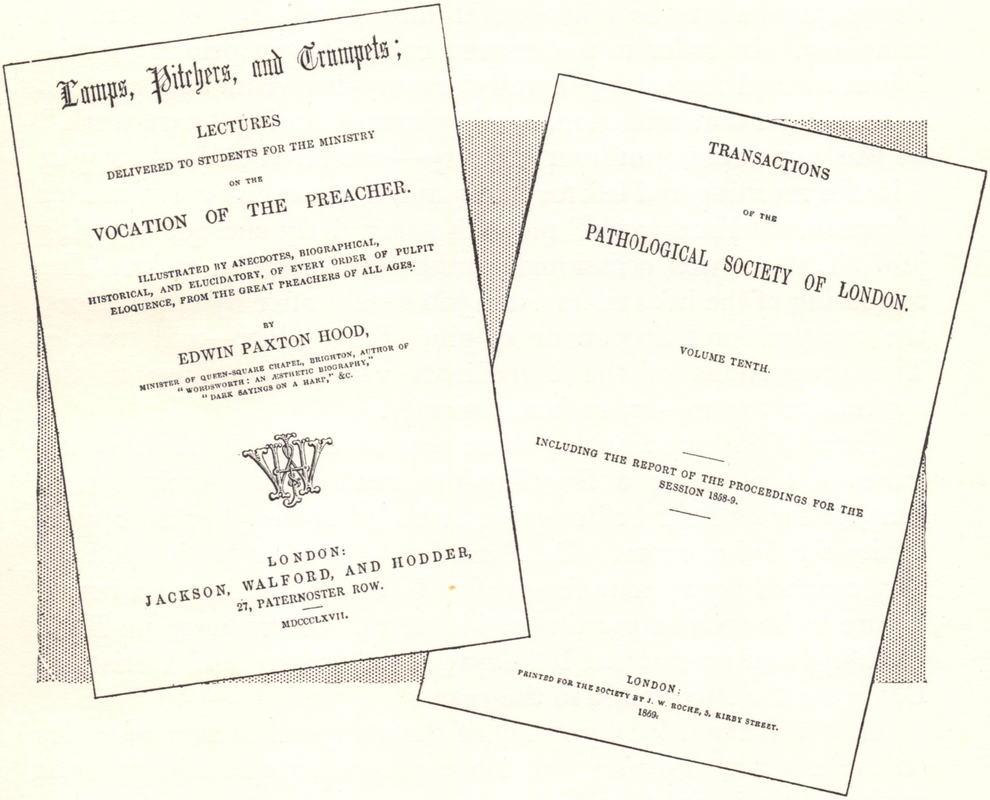
[1] To please Mr. Smithies, "Watson" was placed first in the Firm's title. Smithies never forgot how much George Watson had ventured when he installed expensive machinery expressly to print new publications like *The Band of Hope Review* and *The British Workman*, both risky experiments. (See footnote on page 83.)

There was a pleasant outlook from the top floor on to the garden of Mr. Tilley at No. 6, which was full of flowers in the summer. Later on, when George Watson became Works Manager, he had a bedroom in No. 6, so that he could have a sleep during times of great pressure without going home. Some of the rush



Lamps, Pitchers, and Trumpets;

LECTURES
DELIVERED TO STUDENTS FOR THE MINISTRY
ON THE
VOCATION OF THE PREACHER.

ILLUSTRATED BY ANECDOTES, BIOGRAPHICAL,
HISTORICAL, AND ELUCIDATORY, OF EVERY ORDER OF PULPIT
ELOQUENCE, FROM THE GREAT PREACHERS OF ALL AGES.

BY
EDWIN PAXTON HOOD,
MINISTER OF QUEEN-SQUARE CHAPEL, BRIGHTON, AUTHOR OF
"WORDSWORTH: AN ÆSTHETIC BIOGRAPHY,"
"DARK SAYINGS ON A HARP," &C.

LONDON:
JACKSON, WALFORD, AND HODDER,
27, PATERNOSTER ROW.
MDCCCLXVII.

TRANSACTIONS
OF THE
PATHOLOGICAL SOCIETY OF LONDON.

VOLUME TENTH.

INCLUDING THE REPORT OF THE PROCEEDINGS FOR THE
SESSION 1858-9.

LONDON:
PRINTED FOR THE SOCIETY BY J. W. ROCHE, 5, KIRBY STREET.
1869.

The title-page of the earliest known dated book printed at Kirby Street is seen on the right. It is just eighty years old, and bears the imprint of J. W. Roche, George Watson's Works Manager, who brought the Pathological Society's contract to the Firm. *Left: Lamps, Pitchers, and Trumpets* (not *Crumpets*, as those unfamiliar with Old English type might assume at first glance!), printed in 1867, is the first work in which Hazell's imprint makes mention of the Aylesbury Branch.

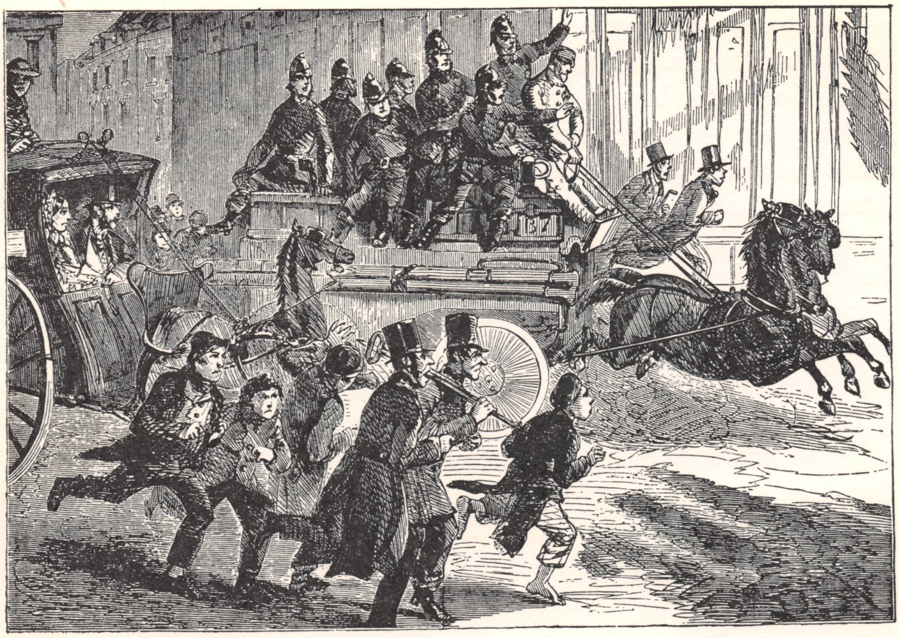
periods involved long spells of continuous work which would astonish young people today.

Sometimes these rushes came without warning owing to a fire having burnt out another printer. Fires in printing works occurred more frequently then than now. But the Firm could not afford to turn away work—even a big job like printing a weekly newspaper had to be taken on at short notice and got through somehow. In order to understand conditions in printing establishments and factories generally seventy-five years ago, one has to remember that when a man or boy spoke of doing " hard work," he was not thinking of hours of duty—he arrived at the factory at 8 in the morning and left for home at 8 in the evening as a matter of course. " Hard work " meant a particularly onerous or trying job. Tedium was occasionally relieved by special tasks. The re-coating of the ink-rollers was a job sought after by apprentices, the composition being made of glue, Paris white—and treacle. The proportions of the ingredients varied according to the apprentice's taste—or, rather, capacity.

From Monday to Friday there was no leisure in the modern sense of the word; a few liked to read during their dinner time, or for an hour before going to bed; but they had no opportunity for doing more. On Saturday, a worker having left off at 5, reached home some time before 6, which left about six hours' leisure to be spent according to his tastes. There were no Bank Holidays and no summer holidays; Good Friday and Christmas Day were the only breaks in the year.

Beer was regarded by many of the compositors as a necessity on night work, and they had large cans slung on sticks brought to them at midnight. This made them sleepy, and the foreman had to keep a watchful eye on his staff. Sometimes a slumberer needed a sharp prod with a " side-stick " to rouse him.

Another of the foreman's duties was to see that the men frequently washed their hands and kept their nails clean, lead poisoning from handling type, today almost unknown, being



A Fire Engine at speed in 1859. The engines which were rushed to cope with the fire at Hazell's in 1869 were of much the same type as the one illustrated here.

somewhat prevalent in those days. A number of women compositors were employed. With few exceptions the men would not go out of their way to help them, and if a forme of type needed lifting, a woman would usually call the foreman " to do the amiable."

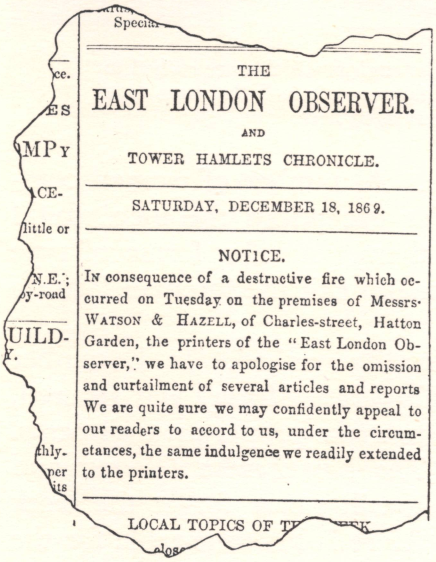
Excessive overtime was occasionally worked. In December 1869 the contract to print *The Marylebone Mercury* was secured, but the Firm were not given time to make proper arrangements. Hazell's were already printing *The East London Observer* and *The Bucks. Independent.*[1] Mr. Dunn will never forget the week they began to print the *Mercury.* Here is his time-table for the latter part of that week:

The Firm owned *The Bucks. Independent* at that time.

" Came on duty on Thursday at 6 a.m. and worked right through until 6 a.m. Saturday. Our longest breaks for meals were half an hour for breakfast on Thursday and Friday. Dinner, tea, and supper we ate while working. On the Saturday at 6 a.m. I went home for breakfast and a clean-up, and returned to 5 Kirby Street at 8 a.m., and finally left at 2 p.m.

" Including the two-hour break to go home, that spell of work had lasted for fifty-six hours. It was an emergency sprung on the Firm that necessitated it, and the following week different arrangements were made with the papers. This was lucky, because within a fortnight of our starting to print *The Marylebone Mercury*, 5 Kirby Street was burnt out, and we were at sixes and sevens."

The fire occurred on December 14th, 1869. It broke out in the machine room of 5 Kirby Street about 9.45 a.m. " The building . . ." says *The Times* of the following day, " is one of three floors, and is connected with some workshops and with a number of other houses, all occupied by the same firm, Messrs. Watson & Hazell, who are extensive printers of magazines and newspapers, and situated between Charles-street and Kirby-street, Hatton-garden. The alarm of the fire was conveyed by some of the work-people to the Farringdon-street station of the Metropolitan Fire Brigade, and in a very short time about ten steam and manual fire engines, and between 80 and 90 men under Captain Shaw and Mr. Bridges, the district superintendent, were in attendance."



THE
EAST LONDON OBSERVER.
AND
TOWER HAMLETS CHRONICLE.

SATURDAY, DECEMBER 18, 1869.

NOTICE.

IN consequence of a destructive fire which occurred on Tuesday on the premises of Messrs. WATSON & HAZELL, of Charles-street, Hatton Garden, the printers of the "East London Observer," we have to apologise for the omission and curtailment of several articles and reports We are quite sure we may confidently appeal to our readers to accord to us, under the circumstances, the same indulgence we readily extended to the printers.

LOCAL TOPICS OF T

An echo of the fire at 5 Kirby Street, December 14th, 1869.

Within an hour and a half,

" Captain Shaw and his brigade, with cold cascade," succeeded in quenching the fire (the Captain Shaw mentioned in *The Times*' account above is, of course, the one immortalised in Gilbert's lyric). "No less than 12 adjoining houses were more or less injured, some very slightly," adds the newspaper, but No. 5 Kirby Street seems to have been gutted.

Following the fire, which was covered by insurance, Walter Hazell and George Watson showed their organising abilities by punctually producing both *The East London Observer* (with an apologetic note) and *The Marylebone Mercury* (without comment). Neither of these papers for December 18th, 1869, shows any traces of the big upheaval at their printers' works, the extent of which can be gathered from the full account of the fire taken from a Holborn paper and given in Appendix IV.

Both *The Marylebone Mercury*, which was founded in 1857 following the repeal of the Newspaper Stamp Duty, and *The East London Observer*, which dates from 1866, five years after the Paper Duty disappeared, are flourishing today, and judging by the number of advertisements they both carried they were prospering seventy years ago, when HAZELL's were printing them.

The Mercury then consisted of four large pages over 20 inches wide and 27 inches deep, each with seven columns. Old newspapers fascinate many of us, and *The Marylebone Mercury* is as tempting as any. One likes its leader questioning the legality of the police campaign against Skittle Alleys, which, to the indignation of the working man, were being closed down wholesale in 1870. One notes with awe that " Brigham Young's wives consolidated weigh 5,000 lb." And we wonder what became of the Mesmeric Infirmary, 36 Weymouth Street, W., which was languishing for want of funds in its twenty-first year of usefulness, despite the daily attendance of Mr. Chandler, M.R.C.S., to superintend the Mesmerism. Finally, an impressive number of Letters to the Editor showed that though not thirteen years old, *The Marylebone Mercury* had already managed to arouse a strong civic sense among its readers, who seemed to keep a watchful eye on local affairs, and pens, dipped in gall if necessary, ready to comment on them.

The East London Observer, when HAZELL'S were printing it, consisted of eight pages, 18¼ × 22½ inches, with six columns to the page. One of the striking things about it is the high standard of its displayed advertisements. These are in marked contrast to the dull announcements which crowded most of the daily newspapers at that era and for a long time afterwards. Many of the nationals refused to accept illustrations in their advertisements, which too often took the form of vain repetition. For instance, a column would be filled with: " Blank's Sale Now Proceeding. Great Reductions in Household Linen,'' by printing those identical words and nothing else, beyond the address, twenty times. If big newspapers had not continued to ban displayed advertisements for thirty years or more after reputable local organs like *The East London Observer* began to accept them, Press advertising might possibly have evolved even beyond the stage it has reached today.

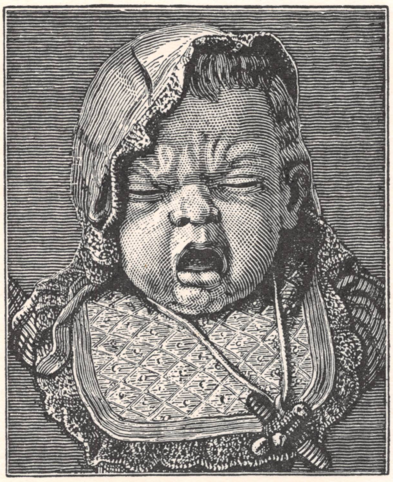


Illustration from *Sunshine for Rainy Days*, printed by HAZELL'S *c.* 1887.

CHAPTER NINE

A PRINTING OFFICE IN THE SEVENTIES

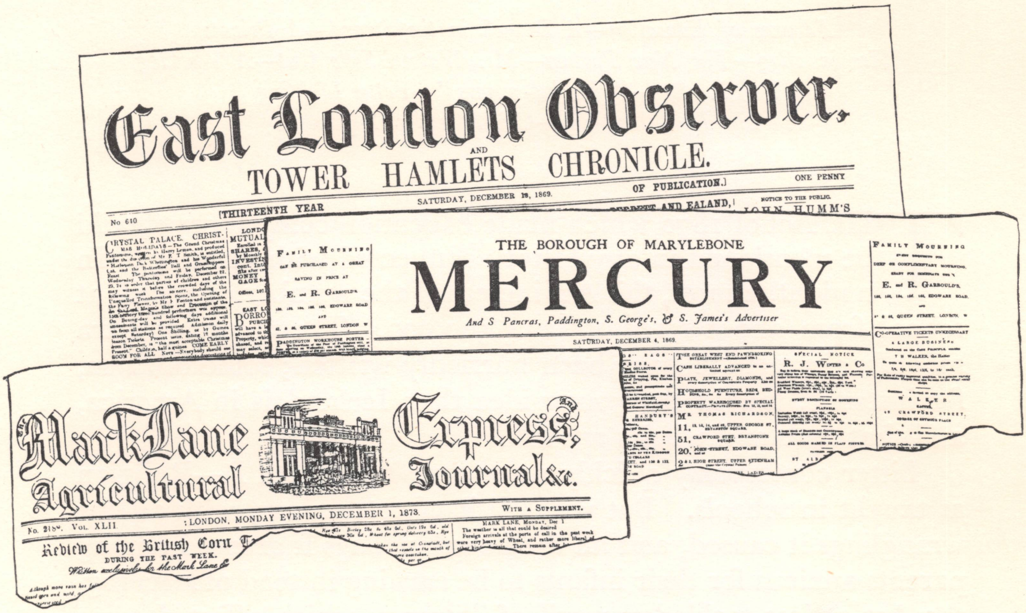
Advance of Education—A Branch in the Strand—A Private Wire in 1873—The New Partner—Mr. Watson Sells Out—A Working Day in 1879—" Jezebel-smears "—Better Lighting The Full Half-day—Cricket under Difficulties

THE Act of 1870 which made education compulsory should be mentioned in any history connected with printing. In a night, almost, this Act increased the number of pupils at school from about 1,100,000 to 3,500,000. The necessary extra schoolbooks seem to have been hurriedly written; some of them, for instance, taught the young idea that Iceland is in America, and that seals and whales are fish.

Bitter controversy quickly arose over the fourth R—Religion as taught in schools. But with all its shortcomings, with all the wranglings it caused, and all the heartburnings it aroused among parents anxious for their infants to be earning instead of learning, the Act at last tackled the evil of illiteracy which affected some 20 per cent. of the people when it came into force, and put an end to it once and for all. No need to describe what the Act has meant to the printing industry.

In the early Seventies HAZELL's grew rapidly, and the two young partners were able to contemplate extensions to the premises which would enable them to improve working conditions for the staff. Meanwhile, in 1873, Watson & Hazell bought the printing business of Rogerson & Tuxford at 265 Strand. *The Mark Lane Express*, with certain other publications, *Ruff's Guide to the Turf* among them, was included in the sale. The racing guide was soon disposed of; it did not fit in with the Firm's principles!

At the time HAZELL's owned and printed *The Mark Lane Express* it hinted at an up-to-date agricultural policy by having an engraving set in its title showing a traction and thrashing engine outside the Corn Exchange.



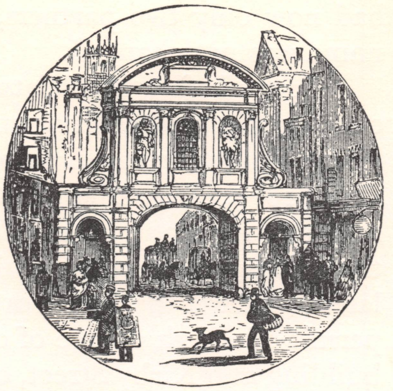
East London Observer.
AND
TOWER HAMLETS CHRONICLE.
No 640 [THIRTEENTH YEAR SATURDAY, DECEMBER 18, 1869. OF PUBLICATION.] ONE PENNY

THE BOROUGH OF MARYLEBONE
MERCURY
And S Pancras, Paddington, S. George's, & S. James's Advertiser
SATURDAY, DECEMBER 4, 1869.

The Mark Lane Express, Agricultural Journal &c.
WITH A SUPPLEMENT.
VOL. XLII LONDON, MONDAY EVENING, DECEMBER 1, 1873.
Review of the British Corn Trade
DURING THE PAST WEEK.

Three weeklies printed by the Firm about seventy years ago. HAZELL's owned *The Mark Lane Express.* The contract to print *The Marylebone Mercury* was secured just before 5 Kirby Street was burnt out in 1869. Captain Shaw, of the famous lyric in *Iolanthe*, himself came to fight the fire. During the rebuilding some of the staff worked six days and three nights each week to cope with the weekly and other publications produced by the Firm.

Mr. Dunn remembers that the Firm's Strand branch possessed a facility which may be described in his own words: "One day in 1875, when I was alone in the office, the bell of the private telegraph to the Head Office in Charles Street rang. The pointer on the dial spelt out the message, 'Mr. Hazell wishes to see Mr. Dunn



Temple Bar was still standing when HAZELL's had a branch in the Strand.

at once.' I wired back, 'O.K.,'[1] and left to hear that I was to return to the Head Office in a new capacity."

From this we see that business firms had an *equivalent* to the telephone a good many years before Bell invented it. The instrument linking 265 Strand and 28 Charles Street from 1873 to 1880 was Wheatstone's A.B.C. Telegraph, which any child able to spell could use. In the case of HAZELL's, it seems to have been merely a private wire, but subscribers could, if desired, be linked to an exchange, and thus communicate with other firms or individuals. This switchboard system was in existence as early as 1869, possibly earlier, and when the telephone came on the scene, Wheatstone's A.B.C. switchboards, where available, were adapted to form telephone exchanges.

Mr. Dunn found that he had been brought back to headquarters to be assistant to a new partner, Mr. J. Elliott Viney, who had joined the Firm as an articled pupil in 1869. Some details of his career will be given later.

With the promotion of Mr. Viney to partnership in the Firm, it became known as Hazell, Watson, & Viney. The Strand branch was sold in 1880, the proceeds probably being used to pay out Mr. Watson, who left the Firm to join Ford & Tilt, of 52 Long Acre.[2] The withdrawal of George Watson meant that the business had now only two partners, Mr. Hazell and Mr. Viney, but its name was not changed.

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[1] O.K. is given its present meaning in a Slang Dictionary, published in 1864, by John Camden Hotten (an early customer of HAZELL's). Mr. Dunn used the expression in 1875 as correct telegraphese for "All right." Telegraphists still employ the same abbreviation.

[2] George Watson did not sever all connection with HAZELL's. It was arranged that he should continue to handle orders from T. B. Smithies, who wished to retain his old association with the Watson family.

Shortly before Mr. Watson left, only temporarily as it turned out, the business had become fully organised. The first book of House Rules for the London branch was issued on New Year's Day, 1879, and after that a revised edition was distributed annually for many years. We can trace the hand of Mr. Hazell throughout these rules, which he doubtless would have formulated earlier if the premises and plant had been large enough to permit of a high degree of organisation. But until both the new building at 6 Kirby Street, opened in 1876, and the new building at Aylesbury, opened in 1878, were equipped and occupied, set rules were out of the question.

These great additions to premises also enabled the scope of the Firm's activities to be greatly enlarged. By 1879 it had a comprehensive organisation, including lithographic, binding, and stereotyping departments, and an ink factory. It possessed thirty-one machine presses, apart from those at the Strand office, the number of which is not known. At Kirby Steet there were also five litho machines. The total number of employees of the three branches was approximately 400, or eight times what it was when Mr. Hazell joined the business in 1863. The total number employed by the Company and its allied businesses today is approximately 1,700.

HAZELL's in 1879 were printing a number of weekly and monthly publications, but no complete list of these is available.[1] Already they were producing books for a large proportion of the leading publishers, as early letter-books prove; and in addition to binding most of the books they themselves printed, HAZELL's bound a considerable quantity for other printers.

A number of sidelights on working conditions about sixty

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[1] There is, however, a complete list for the year 1887, when HAZELL's were printing forty-three periodicals—six weeklies, thirty-two monthlies, and five quarterlies. Public taste in reading matter is inexorable, and of these forty-three periodicals only four are in existence today. But if the mortality of periodicals is high, their birth-rate is far higher!

SOME SENIOR PENSIONERS

GEORGE DUNN
Cashier

W. H. BRETT
Assistant Manager, Kirby Street

Alderman G. J. THRASHER, O.B.E., J.P.
Aylesbury Composing Department

W. MALIN
Aylesbury Printing Department

years ago are thrown by the early printed rules of HAZELL'S. A careful study of the code, with the aid of a few reminiscences of older members of the staff, enables us to construct a working day.

The first to arrive at the Kirby Street branch was the stoker, who, in addition to getting up steam in the engine boiler to a pressure of 50 lb., had to see that all rooms and offices were heated to 60°, at which temperature they were to be maintained as far as possible throughout the day in the colder months.

About 7.40 the stoker was joined by the timekeeper, whose custom it was at once to collect the rat-traps and release the captives in the yard. Here they were pursued and killed by the stoker's dog, the two men guarding any means of escape. It may be noted that ratting was then one of the few sports open to a working man in London, and certain public-houses kept a rat pit with a large number of rodents always on hand in cages. The charge was 4*d.* a rat, and well-paid workers thought nothing of buying six rats at a time to exercise a favourite dog.

The death of the last rat was the signal for the timekeeper to ring the Works bell. When it stopped, sharp at 8, all male employees who had not deposited their tickets were counted late. Female employees started at 8.30, and appear to have left forty-five minutes later than the men. The latter had no tea break, but the women had fifteen minutes for this meal. One gathers it was not considered seemly that men and "females," as they were generally called in those days, should jostle one another on the stairs, hence the different times of starting and leaving.

If we could stand outside the Kirby Street Works and watch the employees of 1879 entering or leaving, it would be the women and girls who would particularly attract our attention. The majority would be wearing shawls or capes, and voluminous, but not crinoline, skirts of either instep-length, or with a suspicion of a train. All would have boots, which to our eyes would appear clumsy and hideous in the extreme. Beneath the bonnet or small hat the hair would be as tidy as large, black, and often obvious, hairpins could make it. Not a handbag would be found among them: purses and handkerchiefs were kept in a pocket in the outer petticoat. As for carrying anything in the nature of powder or make-up—well, it was beyond imagination. Rouge and carmine for the lips made only " Jezebel-smears," and who would want to be a Jezebel!

On Sundays, however, these girls looked very different, if we judge by what was general among women workers. Their dresses, often made by themselves or members of the family, were surprisingly fashionable, and so were their hats and bonnets.

The dinner hour was from 1 to 2, and a large number of employees had a hot meal served at the refreshment bar in the new building at 6 Kirby Street. Smoking was allowed there after 1.30. Smoking during working hours was, of course, not permitted, but the rule prohibiting it says that no one shall light a pipe or cigar—no mention is made of cigarettes, which until 1888 were regarded as an effeminate indulgence.[1]

The rules of the Firm show that fines were levied for various things and given to the Provident Fund. Anyone going off the premises without leave during business hours was fined 6*d*. " Any person striking another in the Office on any pretence will be fined," says General Rule 16 in the book for 1880 applying to Kirby Street. At the Aylesbury Works the penalty for assault was fixed at 2*s*. 6*d*.

" Whenever any gas-light is not required, it must be turned down by the person last using it. Any omission will be subject to a fine of 1*d*. per burner." The gas-light meant by that rule was given by the Albo-carbon burner.

This improved form of burner, in which the gas was enriched by the addition of naphthalene, was invented in 1879. It increased the illuminating power of gas threefold, at an extra cost of

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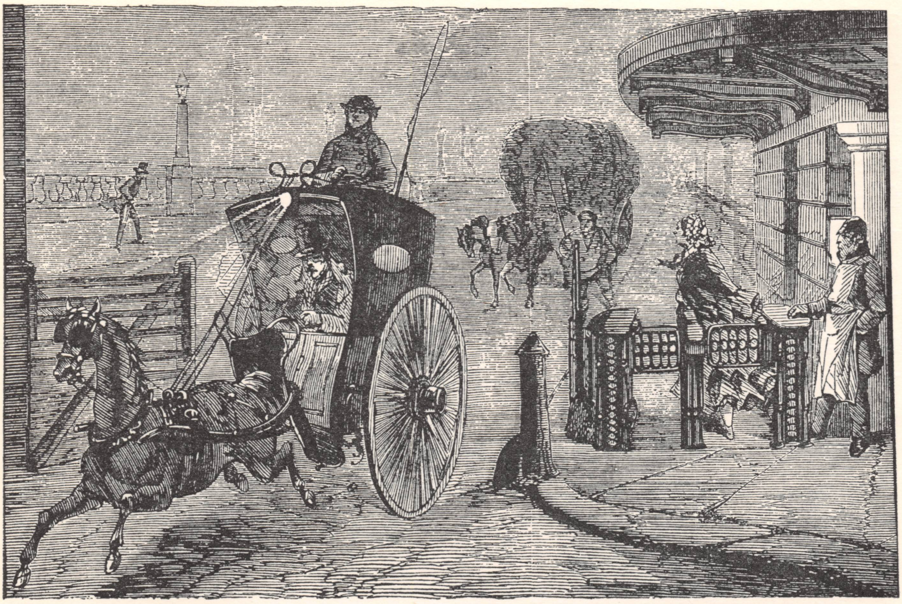
[1] Du Maurier in 1865 draws girls smoking cigarettes, and shows a he-man satirically refusing their offer of a smoke.—*Punch*, November 4th, 1865.



" A halfpenny for the bridge," the cry of the tollkeeper on Waterloo Bridge, must have been familiar to some of HAZELL's early employees. One of them, however, once told the present Chairman that he habitually made a long detour to avoid paying the toll. The drawing above shows Waterloo Bridge about midnight in 1859.

4½*d.* per 1,000 cubic feet. It was installed both at Kirby Street and Aylesbury immediately it came on the market, and it must have been a tremendous boon to the workers, who, until then, had been groping about in the gloom intensified by 10-candle-power fishtail burners.

HAZELL's oldest active employee today at Aylesbury, in point of service, is Mr. H. Atkins, who entered the Firm in 1878, sixty-one years ago. Soon after he joined, he remembers that Mr. Hazell tried a daylight-saving experiment at the Aylesbury Works, which lasted for two years. At the beginning of the spring until the end of August work began at 6 a.m. instead of 8, and ended at 5 p.m., two hours earlier than in winter, thus giving employees more daylight for work on their gardens or allotments, and to practise games. Why the experiment was dropped, Mr. Atkins cannot say.

In 1879 work for the majority ceased at 6.45, and most of the London employees walked home to such places as Islington on the north, and Peckham on the south of the river, or localities on the fringe of the City, like the Minories. Only in very bad weather would they ride in a bus or a tram. Mr. W. H. Brett, who retired on pension some years ago, says that when he first joined the Firm he usually walked to and from Camberwell, and only occasionally took the tram, which was drawn by mules, and not by horses, as was usual on other routes. They were great walkers in those days.

Another employee of the Firm once told the present Chairman that as a youth he made very long detours daily to avoid paying the halfpenny toll levied on passengers crossing Waterloo Bridge. On Southwark Bridge the toll was a penny, but the attitude of the public to this exorbitant charge may be judged by a passage in *Punch's Guide to the Metropolis*. In this guide the visitor is conducted only to the foot of the bridge, " which was intended for the use of passengers at a penny a time; but as you have no desire to appear singular, you, of course, decline to cross it."

In 1872 a further one-and-a-quarter hours had been added to the three hours' extra Saturday leisure arranged for the staff in 1864, and work ceased at 12.45. That one-and-a-quarter hours made Saturday a real half-day, and brought a Works cricket team into being. Cricket practice took place in Regent's Park; unfortunately the pitches there could not be booked, and members of the club who assembled to practise on summer evenings often had no pitch available. This was naturally disheartening, and the club petered out for a time after a few seasons.

About three years before the introduction of Rule Books the Firm had made a start in earnest with various schemes for the welfare of the employees, but these developments must wait until we have journeyed to Aylesbury.

CHAPTER TEN

A DARING EXPERIMENT

The Aylesbury Venture—" Everything Against Us "—Short of Type—A Little Friction—" Hagger's War "—Golf Extraordinary Letters from Ruskin

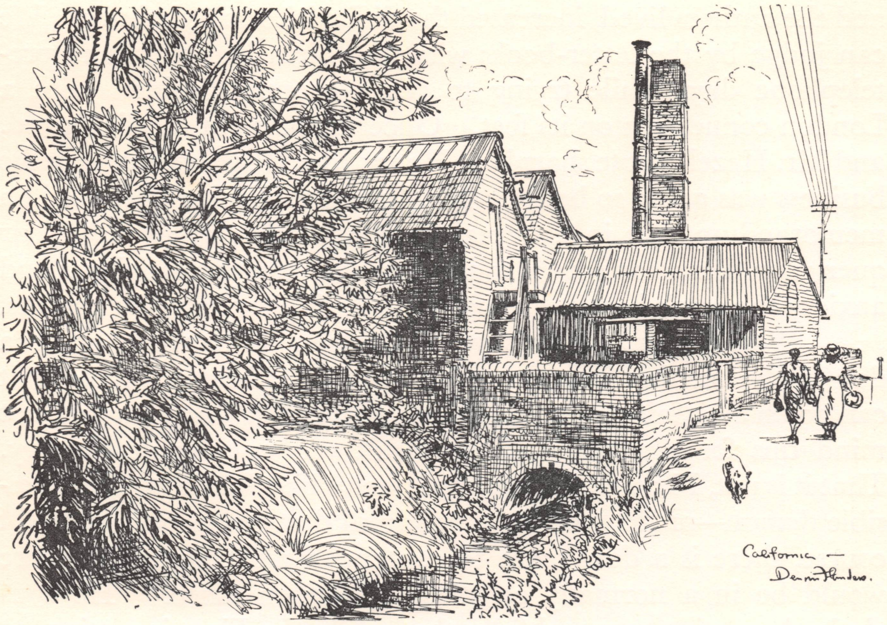
THE remarkable growth of the business during the early years of Walter Hazell's leadership was not confined to Kirby Street. Soon after he joined the Firm, Mr. Hazell, as his son's Memoir records, became convinced that many of the less urgent kinds of printing ought to be produced away from the crowded Fleet Street quarter of London. He considered that the conditions of living and of work in the country would be far more favourable for the workers, and the reduced cost of rent, wages, and other expenses seemed to offer some chance of success. Although a few provincial printing firms were already in existence, it was a new idea for a firm with a purely London connection to attempt to move it into the country, and several business friends of his who had heard of the scheme warned him of the risks he ran, and prophesied certain failure. But both Walter Hazell and George Watson were young, and had the courage of their convictions, and they were determined to build up the business afresh on a better foundation.

About the end of 1866 an advertisement appeared in a London paper announcing an empty silk-mill for sale in California, Aylesbury. This caught Walter Hazell's eye, and he went down to inspect it. The building was decidedly old, but it was very cheap, and he walked back to the centre of the town in two minds. Arrived there, he strolled about, and finally climbed the tower of St. Mary's Church. It was a clear day, and he looked beyond the red roofs of the old town across the vale to the Chilterns. These were the ideal surroundings, he thought, for a country factory, and he then and there decided to buy the old silk-mill unless his partner, George Watson, junior, raised objections to the building.

The original idea of the country business was Mr. Hazell's, but Mr. Watson took it up with enthusiasm, and it was he who, after the California premises were taken, actually set the business going. At first it was " on a microscopically small scale," Walter Hazell wrote in 1895, " and during this initial stage Mr. George Watson was living at Aylesbury and nursing the tiny business which was just struggling into life." Within six months Mr. Watson, senior, decided to retire, and his son had to return to take charge of the Kirby Street Works. The elder Watson suggested that Henry Jowett, who had joined the Firm as an apprentice in 1857, should be appointed Manager at Aylesbury, and this suggestion was adopted.

" Everything was against us," Walter Hazell wrote, recalling the early struggling days; " everything had to be bought in the dear school of experience, nothing was ready to hand—the only thing available, which did not need immediate reconstruction, was the silk-mill at California where the work was begun. About half a dozen people formed the entire staff on Mr. Jowett's arrival, and for some years afterwards the ultimate success of the experiment was very doubtful. . . . From the first we resolved to do what we could in the best possible way, both as regards the work and as regards the staff and our relations with them. In the course of time the carrying out of these resolves had its natural fruit."

Mr. Jowett was a discovery who was destined to make a name for himself, not only for the fine work he did at Aylesbury, but in the printing world at large, as we shall see later. Mr. Hazell went to Aylesbury whenever he could spare the time, and it was a surprise to many that, while the fate of the venture was still very


California — Dennis Flanders.

The old silk-mill in which Walter Hazell and George Watson started the Aylesbury Branch in 1867. The growth of the Firm may be judged by comparing this picture with the aerial view of HAZELL's present Works at Aylesbury, facing page 184. The building now forms HAZELL's Ink Factory.

much in the balance, his ardour was not damped by the succession of wet days that he experienced on nearly every visit he made.

Wet weather, however, was only one of the minor trials connected with the early days at Aylesbury. Not that there was lack of work—indeed, important orders sometimes had to be refused. " The type is all in use, Mr. Hazell. I am afraid to undertake it," Mr. Jowett would say, and back the job would go to overloaded Kirby Street. In order to carry on, Henry Jowett had to spend a lot of his time in hurrying up passed proofs, of, say, sixty-four pages of a book, so that they could be moulded for plates, and the type released for further setting.

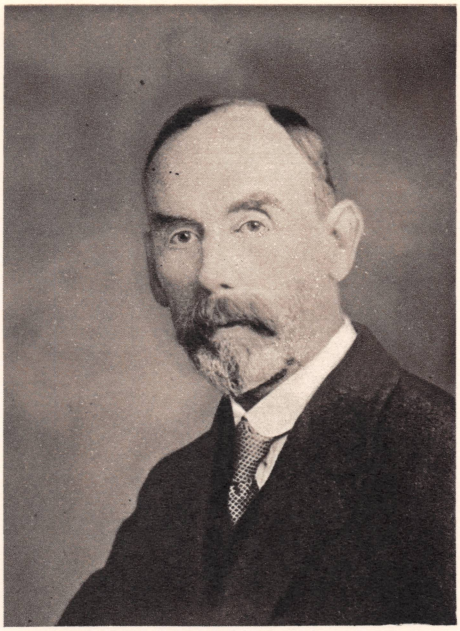
Working at a distance from town, where the orders came from and the authors lived, increased the difficulties at Aylesbury. We can judge by the letter-books what the Firm had to face in pre-telephone days while trying to get a country business with a London connection on its feet. Once tempers got a little frayed, and Mr. Hazell wrote sharply to Henry Jowett asking him why the business was going so badly. Mr. Jowett replied to this, not in a memorandum, but in a formal letter in which he says: " Your query is rather a sad sequel to the immense amount of labour and anxiety the work here has caused me during the last few months. . . . Working on an average of thirteen or fourteen hours a day (and yesterday from 6 a.m. to 11 p.m.) is hardly a thing that can go on *ad infinitum* without showing its effect. But I would not mind this for a moment if the result was equally satisfactory. That it is not, I know. Therefore it seems like fighting an irrepressible demon—or like turning a treadmill that grinds only air. Of course, there is a deal more to contend against here than there would be in a normally constituted London office." He concludes by saying reproachfully that while the Firm is getting no profit owing to the lack of machine work, he is getting no credit for his efforts. " Either credit or profit would lighten labour, but neither only depresses."

This instance of slight friction is the only one that can be discovered, and it was but momentary. Mr. Hazell soon afterwards gave Henry Jowett a well-earned holiday and deputised for him, writing with his own hand large numbers of letters, which show that he had familiarised himself with all the technicalities and *minutiæ* of the business.

Henry Jowett certainly had a maddening job for long after he returned from his holiday. The Post Office was one of his worries. Proofs of Cassell's *History of the Franco-Prussian War*, issued in parts in 1872, often took days to reach Mr. Hagger at La Belle Sauvage (the job was always known as " Hagger's war " at Aylesbury), and the Rev. B. Gregory, who conducted *The City Road Magazine*, was also one whose mail was apt to stray. Even when the posts

SOME FORMER EXECUTIVES

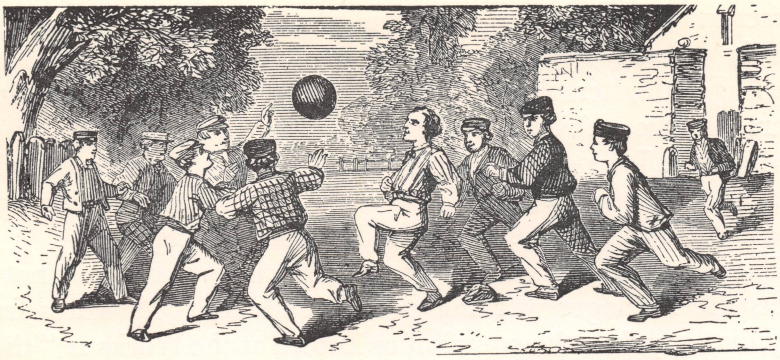
HENRY JOWETT
Aylesbury Manager, 1867–1895



R. J. ELLISTON
Aylesbury Manager, 1895–1920

WALTER JOWETT
Assistant Manager, Aylesbury, retired 1928

T. G. BERGIN
Long Acre Manager, retired 1932



What we call Association football had not been codified seventy years ago, and this illustration from *Manly Games for Boys*, printed by HAZELL's at Aylesbury in 1869, shows that the medieval form of Soccer was played in the mid-Victorian era.

were working normally, they invariably seemed to carry trouble to poor Jowett. This morning there is an indignant letter from a purist author who refuses to accept the authority of Ogilvie's *Imperial Dictionary* for the plural " apparatuses," and insists on a corrigendum slip being produced instanter and sent by train.

To-morrow it will be, " Twopence to pay, Mr. Jowett," and the postman for the *n*th time will hand in a letter from the clergyman who insists on sticking embossed stamps on his letters. It seems the reverend gentleman has many correspondents who send him addressed envelopes with these stamps, which he cuts out and uses to keep down his postage bill, instead of sending replies. In vain Mr. Jowett writes him to point out that the Post Office will not accept embossed stamps if detached from their parent envelope. Next week it will be just the same—" Twopence to pay, Mr. Jowett."

This morning Mr. Jowett seizes a packet and opens it with pleased expectancy. He knows it contains the proofs of a work containing numerous long extracts in Greek. The printer is very proud of this job, and has specially engaged a scholar to act as corrector. He examines the proofs, only to find page after page entirely deleted, new passages substituted, and the whole thing crawling with alterations. When one comes to read the inevitable letters on the subject of the cost of author's corrections, one admires Mr. Jowett's restraint: " I regret that the interest I have taken to secure accuracy in this work does not seem to be appreciated." That is all he says in relief of his feelings.

But often it is not what the post brings but what it does not that upsets the Manager working out in the wilds. He wires frantically for copy, but the contributor known at the Works as " the old maid " takes no notice, and a certain magazine is constantly being hung up in consequence.[1] The letter-book reveals many other handicaps like those just mentioned, some trifling, some causing upsets that amount almost to crises, but Henry Jowett's patient doggedness and Walter Hazell's vigilance and energy in securing smooth working relations between the London and the Aylesbury branch gradually overcame the obstacles.

Alderman G. J. Thrasher, O.B.E., J.P., one of HAZELL's oldest pensioners, who retired several years before the War, and is now (May 1939) in his eighty-ninth year, has vivid memories of the early days at the Aylesbury Works. When he joined the Firm in 1874 there were between eighty and a hundred employees. A number of these came from provincial towns, like Frome in Somerset, where Mr. Thrasher received his training, and Beccles in Suffolk.

The California Works were divided for the greater part of their length down the middle, one half being the warehouse, and the other half the machine-room, containing five printing machines. At right angles, at the end, was the men's composing-room, there being a small composing-room for women on the upper floor. Mr. Jowett himself ran the counting-house with the sole assistance of a boy clerk, who seems hardly ever to have written a letter. Some years after Mr. Thrasher joined, correspondence became so heavy that a reporter on the *Aylesbury News* was engaged for two or three evenings in the week to take down the Manager's letters in shorthand, and write them out by hand. There may have been one or two typewriters in London as early as the Seventies, but there was none in Aylesbury. Early nineteenth-century traditions died hard, and several of the journeymen, Mr. Thrasher recalls, continued to come to work in top-hats for some time after he joined the Firm. Mr. Thrasher, since his retirement, has taken a prominent part in the civic life of Aylesbury, being Mayor in 1922, and to-day he is still active as a magistrate and in other forms of public service.

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[1] While the business at Aylesbury was being built up, it was often difficult to secure continuity of work for the employees, and they sometimes spent an idle hour ratting in the surrounding countryside.

Seeing that in 1867 the wages bill at Aylesbury was about £5 a week, the business must have made remarkably rapid progress, in spite of the difficulties that had to be faced, because the cash outgoings by 1874 had risen to about £100 weekly. Included in this was 3*d.* to Mr. Greaves, of the machine-room, the keeper of the office cat.

A variety of work was undertaken, but chiefly books. Some of these bore quaint titles: *Devils of Orphanhood* and *Puttyput's Protegée* are among the more intriguing ones. Judging by the letter-books, the contract to print *Debrett's Peerage*, which the Firm still holds, was secured in January 1874. The arrangements set out in a letter by Jowett for dealing with this complicated book seem to have worked smoothly, as subsequently there is a minimum of correspondence. *Debrett* for 1875, the earliest issue handled by HAZELL'S, consisted of 1,336 crown octavo pages; the current issue runs to 3,000 royal octavo pages. The great increase in size is due partly to the practice of now including all those in remainder to titles and the addition of a Companionage and other features, and partly to the increase in the number of titles themselves. The printing of *Debrett* is the Firm's oldest book contract, having lasted, so far, for sixty-four years, though Messrs. Dean & Son, Ltd., the publishers of this noted work, have been on HAZELL's books for longer than that.

Of all the volumes printed at Aylesbury in its early days, *The Book of Manly Games for Boys*, by Captain Crawley, is possibly the most remarkable. This was published by William Tegg in 1869. It is charmingly illustrated with fully 300 wood-engravings, and covers a lot of ground.

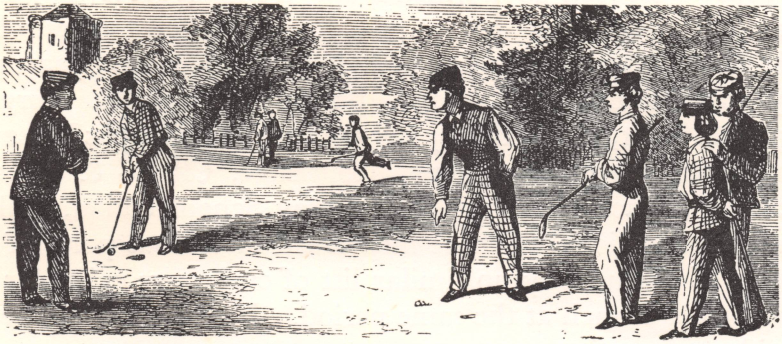
Only one code for football is given, that, of course, being Rugby as played during the school days of Tom Brown, when hacking, defined as " kicking on the leg below the knee," was legal. The rules of this game, states Captain Crawley, are so complicated that to learn them "requires almost a seven years' apprenticeship." Nothing in the nature of Association football—a later development, codified and brought into being after the general adoption of the Saturday half-day in the Seventies—is mentioned.

Hockey is defined as a " capital game for wintry weather, and may be played by any number of boys, the only implements required being a few stout sticks and a good bung or ball . . .; a common walking-stick, not too heavy, with a hooked or knobbed end will do admirably . . . , though an old umbrella stick is not to be despised." The game, Captain Crawley says, " is unencumbered with a set of arbitrary rules, and may be played in a field or wide by-way." Lacrosse, however, was already an organised game, and the book gives full match rules.

The most astonishing article in *Manly Games for Boys* is undoubtedly that on golf. It will be best to give Captain Crawley's description in full—please remember it was written only seventy years ago:

> " GOLF, or Bandy Ball, is much played in Scotland and the Northern parts of England. It is a very excellent game, having been probably introduced by the Romans. As at present played, any number of persons may engage in the game. Each player has a straight-handled ash bat, the lower part of which is slightly curved; the object of the game is to drive a small hand ball into certain holes in the ground, and he who soonest accomplishes this, wins the game. I am not aware of any set of rules having been fixed

on for the government of Golf, but according to what is generally understood the following is the method: Two, four, or any number of players form themselves into sides, and then fix the golf-lengths, which often extend over three or four miles, especially in the winter time, when the game is played on the ice. At various intervals golf-holes are formed, into which the ball must be struck; each party, as in Football, endeavouring to drive the ball in an opposite direction. One or more balls may be used, but each player has his own bandy. You may see Golf played on Blackheath occasionally by the young Scots who form the association known as the London Golf Club. Some years since I was present at a Golf match on the heath, and a very exciting sight it was, I assure you."



Captain Crawley's description of golf as a sort of hockey is all the more remarkable because the illustration which accompanies it, and is given above, shows an apparently orthodox game in progress with a player about to putt.

Most of the modern books on sport say that lawn tennis was invented in 1874, and many regard it as an offshoot of real tennis. In reality lawn tennis is only slightly different from long tennis, which was " played on a perfectly level field." Captain Crawley gives a detailed description of the game. From this we can see that all that is really new in lawn tennis is the use of a net in place of a cord. It may be added that long tennis was played years before *Manly Games for Boys* appeared—see *Sports and Games*, by Donald Walker, for instance, published in 1837.

In 1869 the capital sunk at Aylesbury by Watson & Hazell amounted to £1,424, the value of the plant there being £1,165. By 1873 the capital had risen to £5,500 and the plant to about £4,700; in 1874 all these figures were increased. The value of the land and buildings did not vary between these years except for depreciation, which by 1874 had brought the figure down to £424.

The profits rose gradually. The first known figure for profit is £59 for the half-year ended December 31st, 1869. Full figures for 1870 are not available, but in 1871 the Aylesbury business made £369 net; in 1872, £372; and in 1873, £898.[1]

From an account book which is only a chance survival, we can gather the abbreviated names of a few of the customers whose works HAZELL'S were printing at Aylesbury about sixty years ago. They include Longman, Lane, Bacon, Williams & Norgate, Morgan & Scott, John Murray (whose travel handbooks HAZELL'S printed, among other things), Routledge, Chatto & Windus, Macmillan, Blackwood, and the Sunday School Union. These names are additional to those mentioned in various parts of this history. Unfortunately no similar list of customers exists for the Kirby Street branch at the same period. It would have shown a far wider connection.

About five years after the business at Aylesbury was started, it attracted the notice of John Ruskin. He became greatly interested in it as an experiment of a sort dear to his heart, and for many years all his works were produced at Aylesbury. He would have preferred that the printing should have been done by hand instead of power-driven machinery, which he hated, but this was impossible, owing to the size of the editions required. He visited the Works frequently, and delighted in the fact that his books were being produced in beautiful country surroundings instead of in a crowded city.

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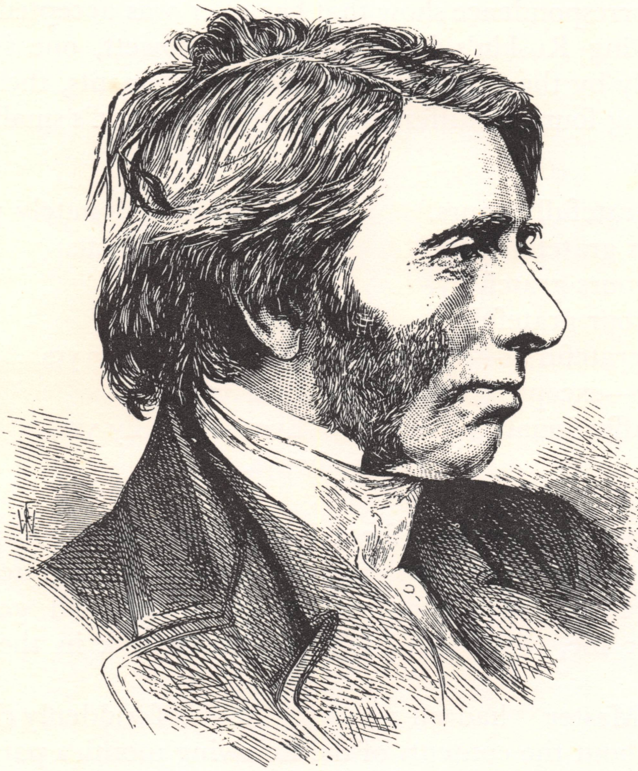
[1] In comparison with these figures, it may be of interest to record that the total assets of HAZELL'S today are a little over £1,000,000; that the company has about 1,600 shareholders; and that the profits of recent years average approximately £60,000 per annum.

Ruskin took a great liking to Henry Jowett, the Manager, from the first, and they soon became firm friends. HAZELL'S have a collection containing seventy-two out of the hundreds of letters that Ruskin wrote to Henry Jowett in the Seventies and Eighties.



John Ruskin, *c.* 1868. This engraving from a photograph appeared in *The Illustrated Photographer*, a weekly owned and printed by HAZELL'S.

Nearly all the letters in the collection are written by Ruskin himself; there is only one from his secretary, Laurence Hilliard, and it is but very occasionally that Ruskin's cousin, Mrs. Severn, acts as his amanuensis. Late in the Eighties Miss Grace Allen, a relative of Ruskin's publisher, Mr. George Allen, writes to " the Master " (in a letter in HAZELL's collection) to say that she will be " only too pleased to save you the trouble of minor corrections . . ., so that if you like to leave this part to me it may save you some eyesight and vexation." Subsequent references to Miss Allen in Ruskin's correspondence show that her offer was accepted.

In reading Ruskin's letters to Henry Jowett, one is struck immediately by the variety of the after-compliments, there being the following fourteen different endings in HAZELL's small collection alone:

Ever gratefully yours.
Always gratefully yrs.
Ever yours gratefully.
Ever your grateful.
Your grateful &—interminable—except by post time.
Ever affectionately yrs.
Always affectionately yrs.
Ever your affecte.
Truly yrs.
Ever truly yrs.
Ever most truly yrs.
Ever yours.
Ever faithfully yrs.
Yours always.

There was good reason for a " grateful " ending to many of the letters, because the copy enclosed with them was often " in a mess." " You have a good reader now—and will get it all straight for me, I'm sure," is a typical remark in the correspondence.

" The Master " had an annoying habit of suddenly changing his mind about the contents of the following month's part of *Fors Clavigera*, and holding over scraps of matter for future use. Jowett would send him proofs of all these odds and ends, and Ruskin would be " aghast " to find that some of them were years old. Occasionally he kept whole chapters in type for very long periods:

> " I send you Proserpina at last in form enough to bring her out of the depths. I am aghast at the time this chapter has been in your types—the years flash by like express trains." [KNARESBOROUGH, May 1st, 1876.]

Ruskin was very particular about punctuation,[1] and once he wired from Coniston for a final proof, to which he added a comma. He showed his appreciation of all the care and attention he received by sending Jowett a substantial cheque for the staff each Christmas:

> "BRANTWOOD,
> "CONISTON. LANCASHIRE.
> "16th Dec. 83
>
> "MY DEAR JOWETT
>
> "Here's my Xmas present[2] to the printers—with many thanks for all the good work they've done for me, this year; and hope that they may have pleasant holidays, partly more cheerful in the feeling that what they have done for me, has been also in many ways, pleasing & useful to other people.
>
> "Ever affectionately yours
> "JOHN RUSKIN
>
> "Mr. H. Jowett."

Mr. Jowett formed "The Ruskin Fund" with the cheques he received in this way, and for many years, until it was merged with the Employees' Provident Fund, he drew from it to alleviate cases of special distress among the staff at Aylesbury.

It is unfortunate that none of Henry Jowett's letters survives to round off the correspondence, but one can infer from Ruskin's tone that they must often have been the writings of a friend, and not of a printer to his client. In 1887 Jowett wrote encouragingly to Ruskin, who occasionally had brain fever. This was the reply:

> "I am so very glad about your finding that Dilecta is liked,—having an uneasy feeling now about whatever I write, that people will suspect apoplexy in it. I know the thoughts are as they used to be, but the power of expression may partly fail me, and become too eccentric—because I have no time or energy to correct into quietness. There ought to be a letter of mine in Pallmall to-morrow, written before breakfast to-day (—with a page of other stuff—on art principles for another paper—not to be yet used)—and I've no time to write it into simpler terms." [January 7th, 1887.]

At times Ruskin would complain of lassitude, and pad out a number of *Fors* with some of the odds and ends already referred to; at other times he wrote zestfully, and was eager to see his proofs:

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[1] It has been exactly followed in all quotations here.

[2] Twenty guineas according to a pencil note on the letter.

“ HOTEL MEURICE
“ PARIS
[No date]

“ DEAR JOWETT,

“ I hope your blessed Bank—limited liability? holiday's over, and that you can see to my slips again.

“ Send me everything you can here—of Praeterita and Ulric till farther orders—and don't tell anybody—who wants to know—nor anybody who would like to send me advice—where I am—because I mean to do Praeterita my own way, if ever I'm to get any of my own way.

“ Probably I'm here till Saturday

“ and always affectly yrs
“ J. R.”

Here is another instance of a zestful spell:

“ I am working fearfully hard at an edition, commentated, of Sidney's Psalter, for the second vol of Bibliotheca Pastorum. This I must have at all events a number of, out, before you go [on holiday]. I'll send you some twenty sheets by Monday next D.V.—I am licking my lips over it! [No date.]

Ruskin often “ licked his lips ”:

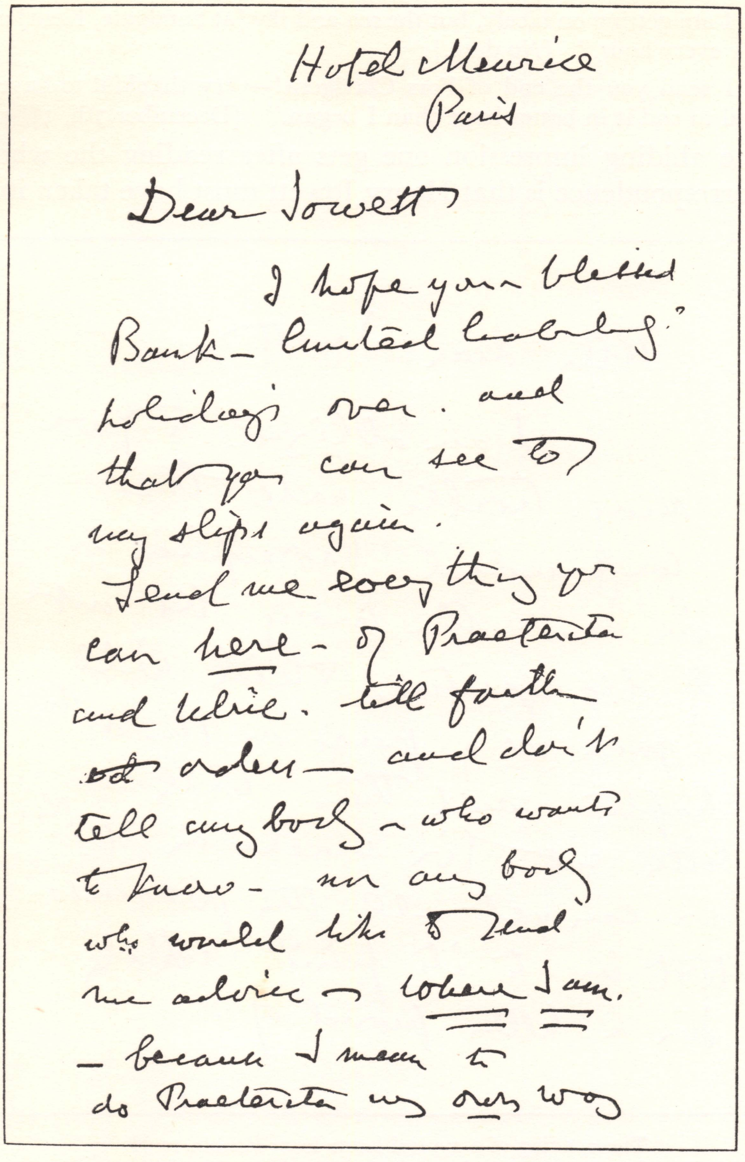
“ I send my old German courier [who travelled from Oxford] to give you my morning's work—which pleases me. I hope you can get it posted to me to-morrow.” [No date.]

“ I send four fols of a wonderful character of Turner from casts after death, which please run into slip for Dilecta.” [1887.]

Ruskin's style in his books is hardly notable for conciseness, but there are one or two passages in the later letters showing that compression was becoming burdensome to him. For instance:

“ I am too glad of all this space finding my third vol [of *Præterita*] won't squeeze as I hoped—but must be written diffusely like the rest.” [1888.]

There are many pleasant touches throughout the correspondence; here are two:



Hotel Meurice
Paris

Dear Jowett

I hope your blessed Bank—limited liability holidays over. and that you can see to my slips again.

Send me everything you can here—of Praeterita and Ulric. till further ~~od~~ orders—and don't tell anybody—who wants to know—nor anybody who would like to send me advice—where I am.

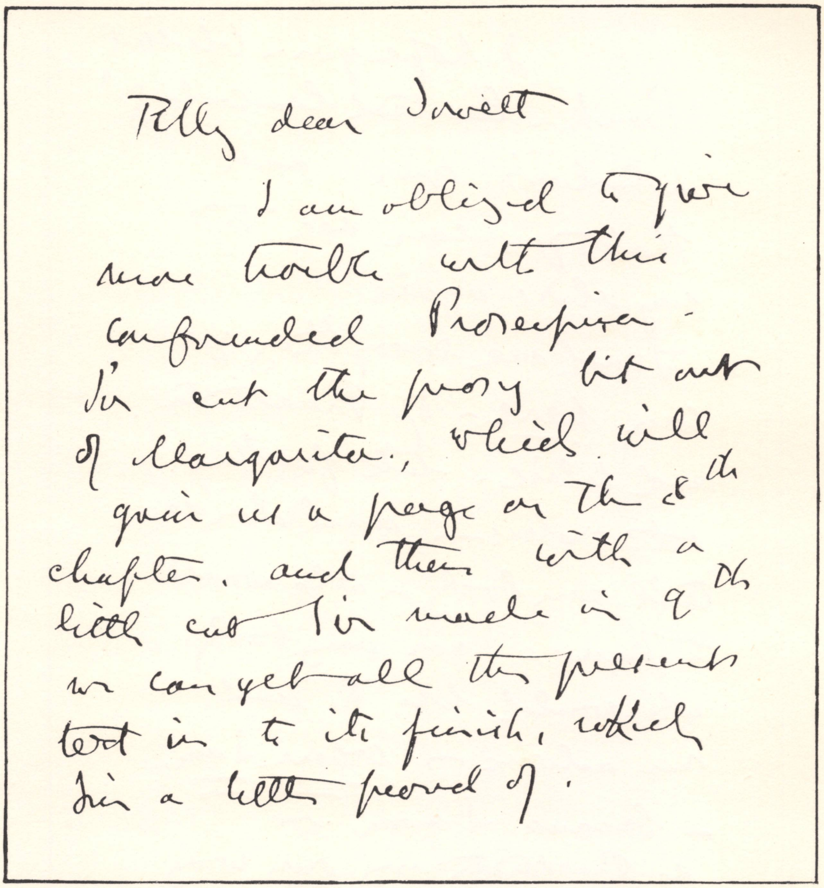
—because I mean to do Praeterita my own way

Opening page of one of Ruskin's letters to Henry Jowett, Manager of HAZELL's at Aylesbury. This letter is printed in full on the opposite page.

> "I am getting on nicely, but the sea and sky [at Sandgate, Kent] are too lovely every hour." [No date.]

> "I send you the end of Fors Clavigera!—very thankful to have been spared to end it in better hope than I began." [December 7th, 1884.]

The abiding impression one gets after reading the whole of this correspondence is that Henry Jowett must have taken infinite



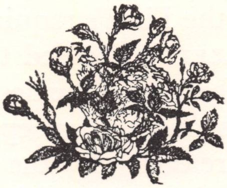
Really dear Jowett

I am obliged to give more trouble with this confounded Proserpina. I've cut the prosy bit out of Margarita, which will give us a page in the 8th chapter. and then with a little cut I've made in 9th we can get all the present text in to its finish, which I'm a little proud of.

The opening of a typical letter from Ruskin to Henry Jowett, announcing "more trouble with this confounded Proserpina."

pains over the minutest details in printing Ruskin's works. No one realised this better than Ruskin, and in any letter containing even a murmur of complaint he was careful to conclude with a pat on the back, sometimes in a postscript like this: "The bits of slip are exquisitely printed"—or: "Lecture just come, beautifully printed throughout—no mistake."

Praise like that was the reward which Henry Jowett, one of the finest printers of his generation, valued most.



Colophon on the title-page of *Præterita*, printed for Ruskin by HAZELL's in 1886.

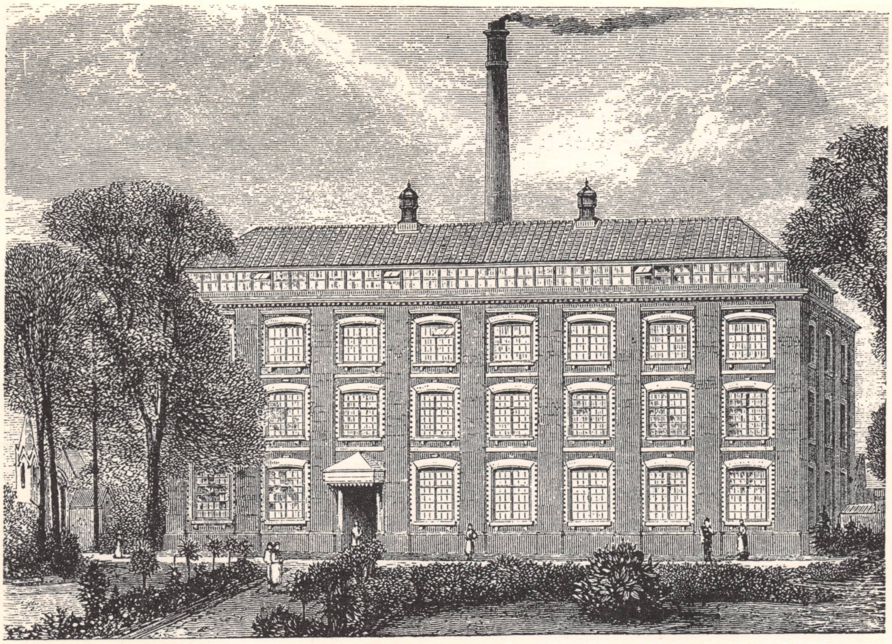
CHAPTER ELEVEN

THE BIRTH OF WELFARE

A Model Printing Office—Opposition to Ventilation—Encouraging Thrift—Opportunities for Recreation—No Comradeship between the Sexes—Houses for the Staff

IN 1877 the Firm felt that something very different from the Works at California was needed. Determined not to do things by halves, they decided to build a printing office which could not be bettered by any other of its size in the country at that date. Accordingly a site was purchased in the Tring Road, and plans were drawn up to meet the Firm's requirements by Drew & Co., of Hatton Garden. HAZELL's decided to be their own builders. Large windows were a feature of the design, and the new factory, as the drawing opposite shows, was exceptionally light for its time.

Mr. Hazell saw no reason why the staff in a printing office should not breathe fresh air, and work in conditions as healthy as in their own homes. As he himself pointed out more than once at that time, there was a rooted objection in many people's minds to ventilation—anything in the nature of fresh air was a sure road to an early grave. But in Mr. Hazell's view it meant life and vigour, and all sorts of ingenious things in the way of fans and similar contrivances were incorporated in the building to ensure a maximum circulation of air with the minimum of draught. Unfortunately the slightest movement in the atmosphere was apt to be classed as a draught by many among the older generation in those days! Henry Jowett, who ably supervised the erection of the new Works, in a lecture to apprentices once forcibly referred to the difficulty of getting any compositor to allow a chink of air to enter the stuffiest and most gas-impregnated composing-room.



HAZELL'S Printing Works at Aylesbury in 1878.
(*From a contemporary engraving.*)

The main building was (or rather is, for it still stands, though almost dwarfed by subsequent additions) about 100 × 40 feet, and consisted of four stories. It was equipped with all that was most up to date in the way of machinery and plant, some of it imported from America, which, having enjoyed an untaxed Press long before that boon was granted to Britain, had in many directions outstripped our own inventors and manufacturers.

The improvements in ventilation and equipment at Aylesbury marked a great advance. However, the belief that Man must earn his bread by the sweat of his brow was still firmly held by all employers and employees alike. Methods of lessening exertion, though thought desirable, were worked out by rough-and-ready, not scientific ways, as they are today.

The new building in Tring Road was opened in May 1878.

What such a venture meant to Aylesbury at that period may be gathered from the paragraph with which *The Bucks. Advertiser* prefaced its account of the official opening:

> " The development of the printing business in Aylesbury is remarkable. There are persons who will recollect when the demand for printing in Aylesbury and an area of some fifteen or twenty miles round did not keep one press in exercise. The one Aylesbury printer of that period spent his unoccupied time at the public-house. Some of his pot companions once induced him to lay a wager that in a given time he would pick up a hundred stones placed a yard apart, returning to the starting point with each one stone singly. He won his wager, but his success cost him his life, for the excitement and over-exertion brought on a fever which proved fatal to him, and this was the end of the poor Aylesbury printer. His one press has developed into a score of printing machines, and as many presses, and so great is the demand for the production from these modern appliances that hand power is altogether inadequate, and all these machines are propelled either by steam, water, or gas power. Instead of the one printer, there are now employed in the town 300 or thereabouts.
>
> " Looking on this picture and on that, the contrast strikes one as something surprising."

The success of the Aylesbury venture was largely due to the contentment of the staff, who loved working in rural surroundings. One of the employees in the Eighties expressed his delight thus:

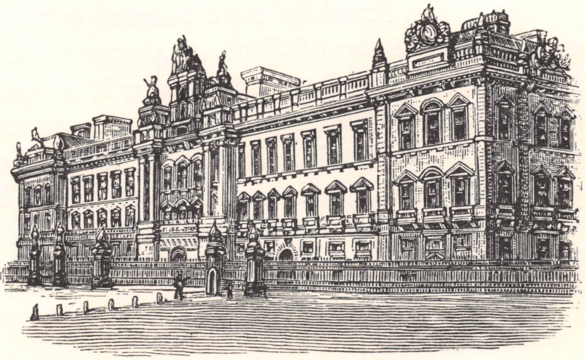
> " To set the mouths of our London co-workers watering, we might note that the mellow whistling of the blackbirds and the song of the thrushes in the trees opposite has delighted us all this spring, being plainly audible at our desk above the rattle of the machinery, while across the silent cemetery later on has floated the nightingale's trill."

But a greater source of contentment than working in delightful surroundings was the Firm's constant interest in everything that concerned the welfare of their staff, whether in London or in the country.

The first of the Firm's Institutes for reading and recreation began at Kirby Street. In 1876, when No. 6, which was owned by Mr. Hazell's father, had been rebuilt and leased to HAZELL'S, a room was set aside in which the men could sit and smoke during their dinner hour. One day when Mr. Hazell went in for a chat with the men he was almost choked with the fumes of strong shag. He at once gave notice to a firm who rented the floor above, and on their leaving had it fitted up as a reading-room with facilities for various games, including billiards, bagatelle, chess, &c. A refreshment and tea bar was also provided, as well as a number of books to form the nucleus of a lending library. This Institute was open in the evening, and it did much to promote *esprit de corps* among the male staff. In time a Debating Society and a Musical Society were formed, and spelling-bees, billiard handicaps, and chess matches were held. Each member paid a subscription of 2*d.* a week. Women employees were allowed to borrow books from the Institute library, which rapidly grew, but they were not admitted to membership. The present-day spirit of comradeship between the sexes did not exist then; it required the Great War to bring it into being.

At Aylesbury, in 1878, a large room in the new main building, about 30 × 30 feet, was reserved for reading and recreation. That was only a beginning. Seven years later, when the first of many important enlargements were made to the Tring Road Works, special Club and Institute premises in Silver Street, near the Market Square, were acquired.

The Institute, like its prototype at Kirby Street, was primarily devoted to the men employees, who quickly came to regard it as their exclusive preserve. However, the experiment was tried of opening the reading-



Buckingham Palace in 1887, before it was refronted.
(*From a child's book printed by Hazell's.*)

room to women for two hours on Monday evenings, and in due course the women were allowed to form a separate club of their own in a building in the High Street, bought for the purpose.

The encouragement of thrift, the putting by of a little for a rainy day, was a passion with Walter Hazell. It was natural, therefore, that the first to be founded of all the institutions connected with the Firm was a Sick Fund.

The experiment started at Aylesbury in 1874, and from the early Rule Books we learn that all employees were expected to join this and other institutions. The element of compulsion here implied was absent from the Sick Fund started at Kirby Street the following year, and later was abandoned at Aylesbury. It is clear, however, from Mr. Hazell's speeches, that he thought it perfectly just for every young person to be " obliged to put by some of his earnings as a provision for the time of life when he would otherwise have to be dependent upon others." " No doubt," he added, " such a plan would, in the beginning, not be very popular. For all that, it would be a good thing."

Next, in 1879, the Provident Fund was started; from this, substantial grants were made to members in cases of serious illness or exceptional calamity, and also to the next-of-kin of members at death. This has been of inestimable benefit to the workers.[1]

Benjamin Franklin once pointed out that for 6*d.* a day a man may have the use of £200 at 4½ per cent. Walter Hazell never lost sight of this fact. He made it as easy as he could for the staff to benefit by it by granting loans of a moderate amount, repayable by instalments, which would be of assistance towards some definite objective, such as buying a house. Ever since, the Thrift Fund, from which the loans are granted, has been a great incentive to saving among the employees.

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[1] Appendix III contains a full account of HAZELL's Welfare Institutions.

CHAPTER TWELVE

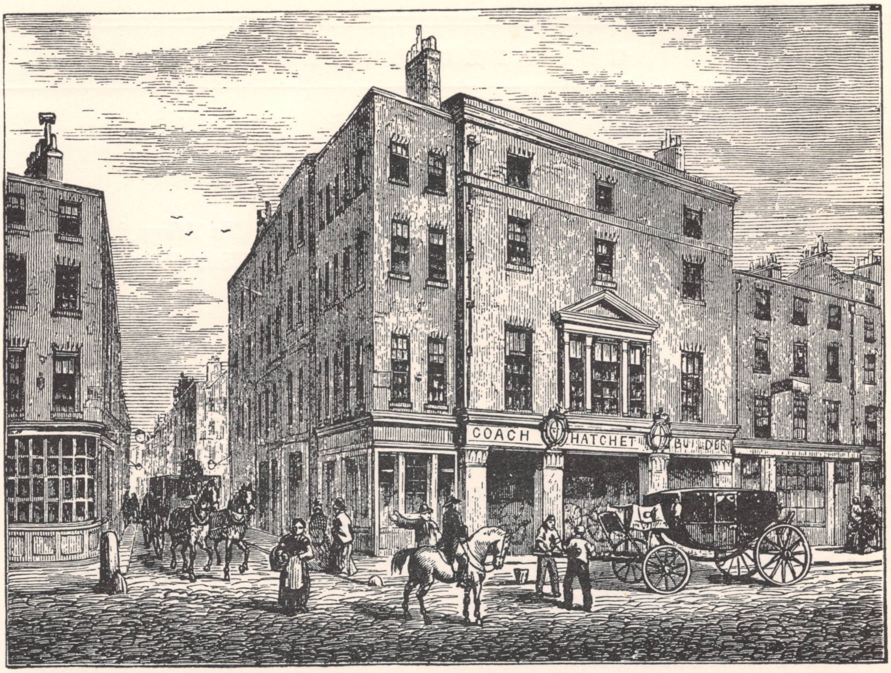
EVENTS OF THE EIGHTIES

Miss Smith, Inkwife—The Company Formed—" Hazell's Magazine "
A Great Liner in 1886—Off to Australia—J. Elliott Viney
The Four-wheeled Dog-cart—A Visit to
Oliver Wendell Holmes

IN the year 1795 a certain Miss Esther Smith set up in business at 40 Oxford Street as a stationer, or inkwife, as women in that trade were formerly called. Esther Smith remained a spinster until 1803, when she bestowed her hand—and, perforce, her business, for there was no Married Women's Property Act in those days—on one Frederick Seaton. A deed dated November 11th, 1815, recites that John Smith, who was probably related to Esther, had for some time been in " co-partnership " with Seaton. Later on John Smith became the sole owner of the business, which he moved to 80 Long Acre, where he installed steam-printing plant and built up a large connection.

One of John Smith's account books for the year 1825, which is extant, indicates that stationery was then his chief concern. HAZELL's are still supplying the successors of some of his customers. Mr. Smith was also a publisher in a small way. The catalogue of the Great Exhibition of 1851 shows that he published the works of Hercules Ellis, a Dublin poet who had an exhibit to himself.

In 1854 John Smith seems to have retired, selling his business to two of his employees, Mr. Ford and Mr. Tilt, together with plant worth nearly £8,000 according to the valuation. This plant was at 80 Long Acre, but, at the time of his retirement, John Smith also had premises at 52 Long Acre, HAZELL's present Head Office,



Long Acre, Street of the Coachbuilders, as it was in the days when Ruskin, as a small boy, went with his parents to choose a coach in which to make a Continental tour. HAZELL's present Head Offices at 52 Long Acre, depicted elsewhere, belong to the same period as the buildings shown in the drawing.

and his successors extended and developed them. Ford and Tilt, still trading largely as John Smith & Co., were joined in 1880 by Mr. George Watson, but his severance from HAZELL's lasted only a short time, and in 1884 he returned to his old partners, bringing Ford[1] and Tilt's flourishing business with him. Immediately afterwards the three concerns—at Kirby Street, Aylesbury, and Long Acre—were merged into a Company under the name of Hazell, Watson & Viney, Limited.

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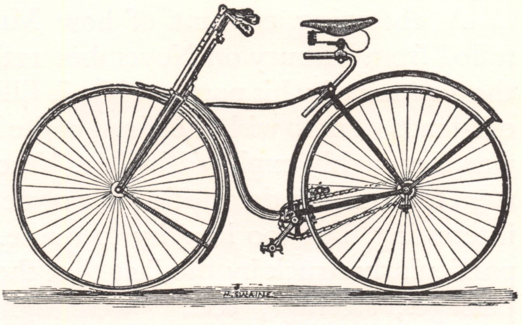
[1] Francis Ford was about eighty when his business was sold to HAZELL's, but he was exceedingly active. For a short time he was a Director of the new Company. The staff used to like to see old Mr. Ford board the bus as it came down Long Acre. He would never stop it, and he always got on without mishap.

About two years afterwards the Firm started a House organ. It was in November 1886 that the first monthly number of *Hazell's Magazine* was published. This would be interesting as an early example of a House organ, apart from its contents, but *Hazell's Magazine* is packed with interesting matter. As its cover stated, it was written "Chiefly by, and entirely for the staff of Hazell, Watson, & Viney, Ld." It was edited by Henry Jowett, the Manager at Aylesbury.

From the first it aroused the interest of the London papers, which constantly referred to it as "a unique publication." For a period of ten years it gives one of the most detailed pictures imaginable, not only of the work of the Company, but of the lives and activities of the Directors and the staff. This record is that of some twelve hundred people, young and old, of both sexes, some of whom are Londoners, some working in the country. They are thus representative of their generation.

Hazell's Magazine has the attraction of an intimate diary, written by many hands. Only a close study of the whole of the ten volumes reveals its full charm, which grows on one, page by page. As we read we see new ideas, such as sex equality and women's rights, beginning to dawn; new inventions being developed, type-composing machines, electric light, and the phonograph,[1] for instance, to say nothing of the great advance of cycling. We see also haphazard sport giving way to organised and more scientifically studied



A Patented Model of the Eighties.

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[1] *Hazell's Magazine* for April 1894 prints a political joke concerning a "Young Enquirer . . who has been recently listening to part of the 'Grand Old Man's' last Parliamentary speech through a travelling phonograph." This was probably the earliest anticipation of the present-day loud-speaker van.

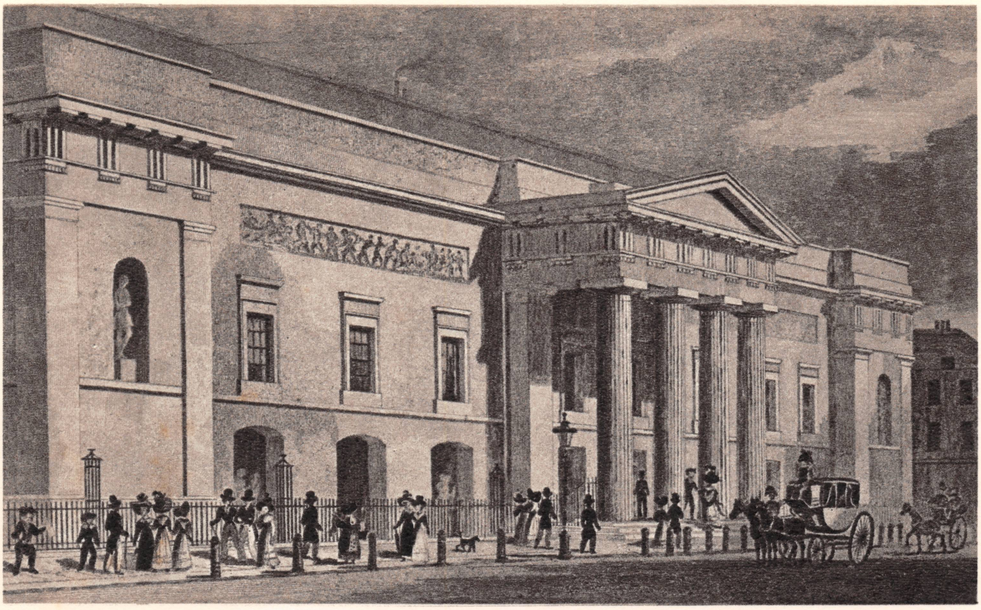
recreation, and the growth of the desire to get and to keep fit.

Above all, it gives an unrivalled picture of the growth of industrial welfare within a firm which was among the chief pioneers in the movement, thanks to the vision and drive of Walter Hazell. *Hazell's Magazine* circulated—in small numbers—all over the Empire and in the United States, and it was constantly quoted. Its influence cannot be exactly measured, but it was deep and widespread. The Magazine was conducted for ten years, and then it came to a regretted end. The Staff, who were responsible for nearly all the contributions, had written themselves out! Now, the volumes, as Walter Hazell predicted, have become "interesting memorials of ancient history."

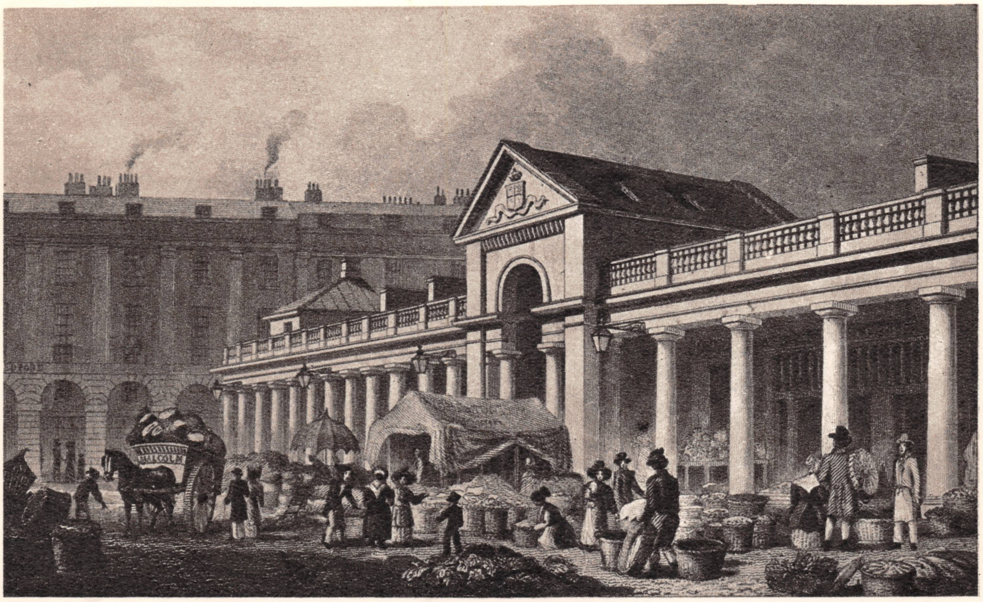
A few days after the magazine first appeared, Mr. and Mrs. Hazell, with their entire family, embarked at Tilbury in the s.s. *Austral* for an Australian tour of six months. On more than one occasion Mr. Hazell referred to this as his Australian holiday. In reality, so far as he personally was concerned, the trip had a very serious purpose, which was to secure data regarding the prospects of emigrants "down under," including New Zealand. The information was needed by the Emigration Bureau, which, largely at Walter Hazell's instigation, had been started by the Colonial Office. Mr. Hazell was also one of the founders of the Self-help Emigration Society, whose work he hoped to further by his trip.

A charming account of how Mr. Hazell, with his family, sailed from Tilbury on November 11th, 1886, was contributed to the magazine by his partner, Mr. J. Elliott Viney, who with a party of friends went to wish the Head of the Firm *bon voyage*. The *Austral* was thoroughly explored by Mr. Viney and his companions from stem to stern. His description of a passenger liner of long ago is most interesting, but too lengthy to quote. He and his friends were particularly struck by the fact that the whole of the public rooms, passages, steerage, &c., "were lighted by electricity, Swan's incandescent lamps and Siemens' machines being used." The

LONDON LANDMARKS WITH HAZELL ASSOCIATIONS

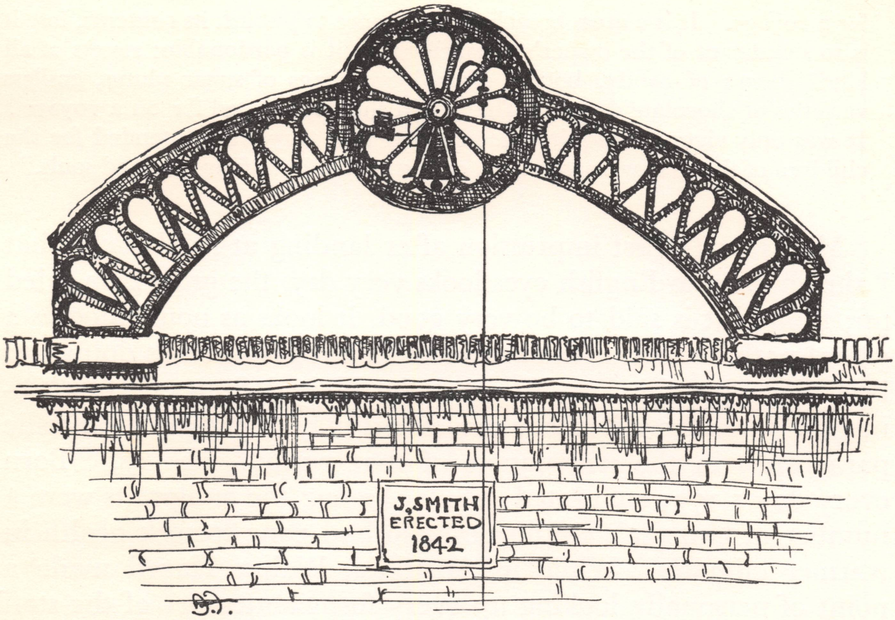


THE THEATRE ROYAL, COVENT GARDEN, IN THE THIRTIES



COVENT GARDEN MARKET ABOUT A HUNDRED YEARS AGO

Hazell's Head Office in Long Acre is immediately to the north of both the Royal Opera and the Covent Garden Market. The engravings above show these landmarks as they were when the Firm was founded. The Theatre Royal, Covent Garden, Drury Lane's great rival, was burnt down in 1856 ; the present opera-house was opened in 1858.



The Works bell at the old entrance to HAZELL's Long Acre Branch. Since this entrance was erected by John Smith in 1842, the Works have been extended to the south as far as Floral Street, and the bell now stands over an arch instead of a boundary wall.

limited space of the sleeping accommodation was in striking contrast to the public rooms. The whole of Mr. Hazell's party, who, including " a lodger " in the ladies' cabin, amounted to eight persons in all, " occupied two cabins, which together would go into a space ten feet square."

One little incident before the ship sailed must be given in Mr. Viney's own words; it concerns Walter Hazell's baggage:

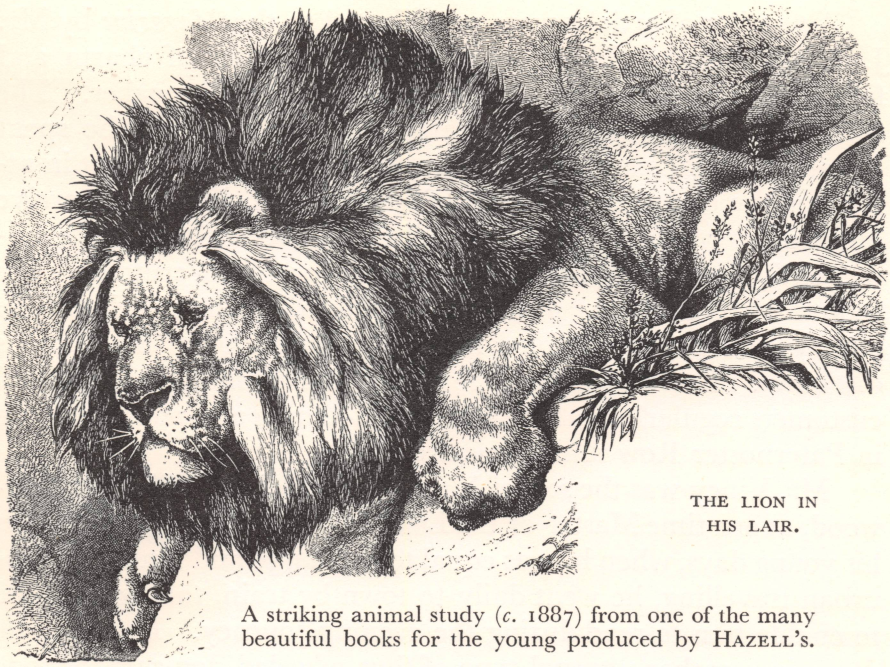
> " The luggage necessary for seven people for six months is, of course, considerable; but it was the writer's good fortune to have opened one portmanteau, which at first sight seemed to contain quite superfluous goods

> for a voyage. It is a gross breach of confidence to publish its contents, but it is so significant of the owner's character that it is pardonable: sweets of all kinds, boxes of candy, bottles of lollipops, bags of sugar plums, endless varieties of chocolate drops. What could they be wanted for on a voyage? It was only vigorous enquiry that elicited that they were intended for the children of the steerage passengers, consisting of about four hundred souls."

Mr. Hazell's first impression after landing at Adelaide is that "the country to English eyes looks very dry, the grass is so dried up; though it is said to be very good, it looks as nourishing as a gravel path." It was the age when Great Britain was doing her best to people the Empire—and the United States. How tremendous was the migratory movement may be judged by laconic paragraphs in the newspapers of that period, such as, "Born every day 1,173; emigrated 468." Among the emigrants were a number of HAZELL's employees who had gone to seek health in warmer climates. While in Australia, Walter Hazell made a point of personally looking up every former member of the staff who had left to try his luck overseas, and a short account of how each had fared was sent for publication in the House organ. The trip was greatly enjoyed and was vividly chronicled in the magazine by Mrs. Hazell.

The three partners in the business were men of diverse characteristics, but all had two gifts in common—a seeing eye and the ability to set down in writing what they saw graphically and with humour. We can judge this in the case of Mr. Watson only by articles describing incidents of his tour to the Holy Land in 1893. His impressions of Jaffa, contributed to *Hazell's Magazine*, are worth quoting:

> "We went to view the city. All the main native streets are about ten feet wide, and crowded with people about as thick as they are at Ludgate Hill at midday; of course no carriages go in them, but all of a sudden you hear a noise and shouting behind you, and here comes a donkey or perhaps a camel loaded up with all sorts of baggage, and you must fly to the wall to make room. They do not know what a scavenger is, and you must tramp



THE LION IN HIS LAIR.

A striking animal study (*c.* 1887) from one of the many beautiful books for the young produced by HAZELL'S.

through all the filth, the smell being something dreadful. How people live in such wretchedness I cannot think. Then, as if to prevent any fresh air getting in, many of the streets are arched over here and there with a grating. To add to one's troubles, if the street happens to be on the slope, a step up or a step down is made in the road every few yards. At last we got to see some of the sights—such as Simon's House (the Tanner, I mean,) House of Dorcas, etc., etc., on top of which we breathe fresh air again, for we have got to the seaside. I wonder Peter ever came down again, unless the city was better kept under the Roman than the Turk."

Mr. Watson does not tell us whether he wore the Sheik's costume he bought during the tour, on his horseback journey from Jerusalem to Jericho. He brought this costume back with him, and at the garden party he gave for employees during the summer of 1894 at his Finchley home, he donned it at the pressing request of the guests.

A number of articles were contributed to the *Magazine* by Mr. J. Elliott Viney. These show him as a writer of charm and finish. He was, moreover, an excellent and ready speaker. The staff loved him. They appreciated the way in which he spent himself late and early, not only in the Firm's business, but in attending the countless functions of a sociably inclined staff, twelve hundred strong. An illness during childhood rendered him permanently lame and obliged him always to walk on crutches. His indomitable courage, however, combined with a delightfully cheery personality, enabled him to triumph over this serious disability. For many years he visited the Company's principal customers regularly, and he was a well-known and popular figure in Paternoster Row and elsewhere.

Mr. Viney was the son of Mr. Ebenezer Viney, of Upper Norwood, at one time Master of the Leather Sellers' Company, and in his young days, when he was equal to the rough and tumble of suburban travelling, he went daily to town by train, taking a candle to enable him to read during the evening journey. Later on, he drove in a rather unusual type of four-wheeled dog-cart, or rode on horseback, to and from the office; his son, Colonel Oscar Viney, now a Director, who joined the business in 1904, two years before Mr. Viney's death, used sometimes to ride with him.

Mr. Viney's signature, which you see here, "came into the

Yours faithfully
J. Elliott Viney

news " in 1896 through being awarded a silver watch by *Pearson's Weekly* in an Autograph competition, because, though apparently simple, it was yet " extraordinarily difficult to imitate in any way that would deceive the expert."

One of the most charming of all the articles Mr. Viney wrote for *Hazell's Magazine* is also a contribution to literary history. A few extracts must suffice to show its quality:

> " When I was in America in 1888, my cousin the Rev. Joseph Johnson and I had good introductions to many of the most interesting people there, such as Walt Whitman, Whittier, Phillips Brooks, etc., but none to Oliver Wendell Holmes, the famous little doctor poet. We therefore boldly wrote him from our hotel in Boston saying that we were two obscure Englishmen travelling the country, and did not consider our visit would be complete without seeing him; we should therefore call next day at noon, and if he would grant us an interview we should be very glad. But we did not wish to bore him, and if he did not wish to see us please to say so, etc., etc. At noon next day we called at his charming residence in Beacon Street, and the servant told us he had gone out and left no message. We sorrowfully descended the steps, and agreed upon two things: first, that on our return we would never mention that call; and second, that he was, after all, but a second-rate author. On arriving at our hotel, however, we found a charming little note from him, sent by an express messenger, to say that he was engaged today, but would be pleased to see us at 4 tomorrow. We then decided that he was a poet of the first water.
>
> " At 4 next day we rang that bell again with proud hearts, and were presently shown into his beautifully furnished library, overlooking the broad river and harbour about which he has written so affectionately in the ' Autocrat,'—and, lo! the little autocrat stood before us, very small and neat, wiry and cheerful, quite white, but full of life; in every movement he reminded me of a canary. Joe and I each recited a carefully prepared compliment about a land without ancient castles but with gifted authors, etc.; and he received them with evident relish, and said in the pleasantest tone, ' Now, gentlemen, I must confess I'm fond of having pretty things said to me, and I've had plenty of them in my time. Now, just you sit down there and say as many as you can think of,' and so for two hours, which seemed like ten minutes, we talked with the utmost freedom on both sides. He was cheerful and witty, full of fun all the time, but with just the same interludes of pathos and deep seriousness that run all through his books. He told us many things about Boston, amongst them these two things that a

Boston man must do if he wishes to be respectable. First, he must live west of . . . Street, commenting most wittily on this strange whim of locality in most cities, and adding archly, 'You see, I'm obliged to live west of . . . Street too.' Second, you must be an Episcopalian: it used to be, 'Unitarianism' that was the 'open sesame' to society in Boston; but since Phillips Brooks has been here he has been so immensely and deservedly popular and fashionable that the Episcopalians have taken the lead; and he said, 'Of course, it's so much less trouble to be an Episcopalian: you go to church once a week to get tuned up to the proper pitch, you twang the string to see if you match the standard, and it's all done till next week; but we poor Unitarians have to rub our eyes and think every morning when we wake, "Let's see, what do we believe this morning?"—and that's very troublesome, you know!' This he said with a grave and rather sad look on his cheerful, loving little face. . . .

"I then talked about the curious experience he refers to more than once in his books, that of feeling that what is happening has happened in exactly the same way at some other time, and asked him if he thought it pointed to a former state of existence. He thought not, but ascribed it, as many physicists do, to one lobe of the brain acting an instant before the other, and the memory being deceived by it. At this point he suddenly pulled up, became reserved, and said: 'Gentlemen, I forgot to ask you if you are interviewers.' We reassured him, and he said, much relieved, 'Ah! that's well. I have several times before eviscerated myself to strangers, and found myself much distorted in a paper next day.' We promised to respect his feelings." [Mr. Viney ended his article by explaining that the death of Dr. Holmes had released him from his bond of silence.]

Were it not too long, one would like to quote Mr. Viney's description of a service in a negro church in Washington, with his extracts from the sermon on "dat good ole Jewish Christian Daniel in de lion's den." The article is a gem, full of kindly humour. "On leaving the church," says Mr. Viney, "I put a small sum in what I thought was the collection plate at the door, but I found afterwards it was a blind darkie beggar, shrewd enough to see that this was a good stand for a collection on her own account."[1]

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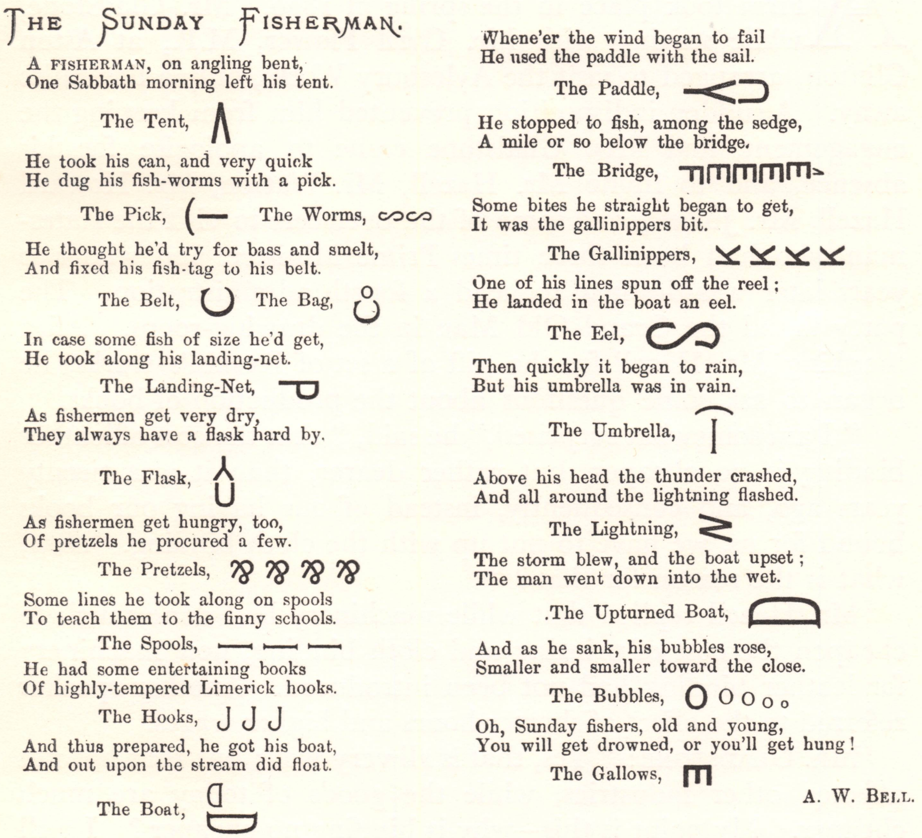
[1] The present Chairman recalls that a few years later, when quite a young man, he visited this same church at a time when a Church Congress happened to be sitting in Washington. Feeling slightly embarrassed on finding himself the only white man among a negro congregation, he modestly took a back seat. He was immediately pounced upon by a sidesman who urged him to take a front pew, remarking, "I suppose de gennelman is a bishop!"

As well as a flair for authorship, Mr. Viney had the gift of speaking readily and effectively in public. His frequent touches of quiet humour assured an attentive hearing. They were great speech-makers in those days; if an apprentice celebrated the end of his indentures, there were usually half-a-dozen toasts and responses; at the meal which often ended a departmental outing there were as many.

Hazell's Magazine contains many examples of typographic ingenuity. The following is an outstanding specimen:



THE SUNDAY FISHERMAN.

A FISHERMAN, on angling bent,
One Sabbath morning left his tent.

The Tent,

He took his can, and very quick
He dug his fish-worms with a pick.

The Pick, The Worms,

He thought he'd try for bass and smelt,
And fixed his fish-tag to his belt.

The Belt, The Bag,

In case some fish of size he'd get,
He took along his landing-net.

The Landing-Net,

As fishermen get very dry,
They always have a flask hard by.

The Flask,

As fishermen get hungry, too,
Of pretzels he procured a few.

The Pretzels,

Some lines he took along on spools
To teach them to the finny schools.

The Spools,

He had some entertaining books
Of highly-tempered Limerick hooks.

The Hooks,

And thus prepared, he got his boat,
And out upon the stream did float.

The Boat,

Whene'er the wind began to fail
He used the paddle with the sail.

The Paddle,

He stopped to fish, among the sedge,
A mile or so below the bridge.

The Bridge,

Some bites he straight began to get,
It was the gallinippers bit.

The Gallinippers,

One of his lines spun off the reel;
He landed in the boat an eel.

The Eel,

Then quickly it began to rain,
But his umbrella was in vain.

The Umbrella,

Above his head the thunder crashed,
And all around the lightning flashed.

The Lightning,

The storm blew, and the boat upset;
The man went down into the wet.

.The Upturned Boat,

And as he sank, his bubbles rose,
Smaller and smaller toward the close.

The Bubbles,

Oh, Sunday fishers, old and young,
You will get drowned, or you'll get hung!

The Gallows,

A. W. BELL.

CHAPTER THIRTEEN

A VISIT TO THE G.O.M.

Gladstone on Clothes—Cost of Binding—A Success—The Fatal Picture Post Card—The Eight-hour Day—A Quarrel Composed

AN event which was destined to be long talked of in the Firm took place in the spring of 1890. Mr. Gladstone, while staying with Mr. Cyril Flower, M.P., at Aston Clinton, arranged to visit the Aylesbury Works, only a few miles away. A sudden indisposition prevented him from keeping the engagement, and Mrs. Gladstone came to apologise for his absence, and to invite Mr. Hazell, Mr. Watson, Mr. Howard Hazell, Mr. Jowett, and some of the overseers to visit the statesman who had been three times Prime Minister, and who two years later was destined to head a fourth administration. The party found the Grand Old Man in the drawing-room. After thanking Mr. Hazell for the gift of a set of Ruskin's works, he began to ask some questions about the production of books.

" I am somewhat surprised," he said, " that the cost of leather binding is no cheaper, but rather dearer, than it was twenty years ago, and consequently, instead of our having our books bound for us, we have to put up with the cloth binding. Now, what is the reason for that ? "

Mr. Hazell replied that while machinery had done much to cheapen the cost of printing and cloth binding, new machinery for leather binding had not been introduced. Another speaker referred to the effect of shorter hours and higher wages.

Mr. Gladstone : " Yes, that is all very well; but that has not affected other industries, while the goods of today are much cheaper. My point is this—why is binding no cheaper ? I well recollect—as I was saying this morning—that the cost of clothes, say a gentleman's clothes, was very much higher than it is now, and the cloth was not nearly so durable. Why, after six months' wear the edges of the cloth turned quite white, and if we really wanted a good suit of clothes—that is, at a first-class tailor's—we had to purchase what was termed ' Saxony ' cloth. And the same with linen: it is now much cheaper than it was. Nowadays clothes are not only made of better material, but cheaper. . . . The machinery and short-time argument will not apply to these, as I suppose they are still hand-made. Is not that so ? "

MR. JOWETT: " It's just as well to think so. . . ."

MR. GLADSTONE: " And now with regard to the type; do you still adhere to the old-faced type, such as one sees in Pickering's works, one of which I was looking at this morning ? "

MR. JOWETT: " Yes, we find that we cannot excel that style."

MR. GLADSTONE: " Oh, you agree with me as to their excellency ? I really think that the pages of their Prayer Book are a perfect picture, reminding one of those early printed books which are still marvellous examples of printing."

The conversation then turned on the Allotment question, and Mr. Hazell informed Mr. Gladstone that about eleven poles of land were allowed for each person who took part in the Firm's scheme.

MR. GLADSTONE: " But how much is eleven poles of land ? "

MR. HAZELL: " There are one hundred and sixty poles in an acre, therefore eleven poles would be slightly over one-fifteenth; some of the men, however, have two plots, or, say, a little under one-seventh of an acre."

MR. GLADSTONE: " Oh, indeed! Do you find that that proportion of land is sufficient ? . . ."

MR. T. COLLINGS (overseer): " Yes, Sir; twenty poles is about all that a man with a family of, say, three or four persons requires."

After further conversation on the printing of Ruskin's works the interview terminated.

Hazell's were founded in the very year photography became a practicable possibility, and the Firm has done a great deal towards popularising photography, both as a commercial art and as a pastime. Failure attended their first venture in this direction, *The Illustrated Photographer*, but very different fortunes were to attend their next essay, *The Amateur Photographer*, founded by Hazell's in October 1884. It was produced at Long Acre, and at first bore the imprint of John Smith & Co.

The Amateur Photographer was a success from the start under its able Editor, C. W. Hastings, who was succeeded some years later by Horsley Hinton and subsequently by F. J. Mortimer. How greatly it increased the popularity of photography may be judged by the success of its Tour competition in 1889. The entries consisted of photographs taken during a *bona fide* holiday tour, each contributor sending from six to ten prints with a MS. account of the journey. Four hundred of the photographs entered reached so high a standard that they were exhibited in the North Nave of the Crystal Palace. Tours in New South Wales, Upper Burma, North Italy, Spain, Algiers, and several in Norway were represented, in addition to a number in the United Kingdom. On two evenings during the exhibition, lantern slides entered for another competition run by *The Amateur Photographer* were shown. Conversaziones and Editor's "At Homes" at Hazell's newly opened Head Office at 1 Creed Lane were other means used by the paper to increase the interest of amateurs in the pastime.

The journal had a very prosperous career under Hazell's ownership for many years. Owing, however, to the exceptional conditions which arose during the War, a number of amalgamations of photographic journals took place at that time. Hazell's sold their interest in the paper in 1918 to Iliffe & Sons, and it continues its successful existence today under the title of *The Amateur Photographer and Cinematographer*.

Hazell's were not so fortunate in another venture connected with photography. Towards the end of 1889 the firm of Poulton & Co., photographers of Lee, Kent, was purchased. The business, which was a large one, employing about 140 people, consisted principally in the production and sale of local views taken throughout the Kingdom, and lantern slides. It had agencies in nearly every large town. For many years before this there had been a great demand among holiday-makers for photographs of the places at which they stayed. The prints forming this type of souvenir are still stored in Victorian albums, and excellent examples of photography they are. Many of these photographs were also inset in books as illustrations before the age of half-tone (i.e. photographic) engraving had dawned. As early as 1863 one finds references in the Press to huge perambulating photographic vans that went rolling about the country equipped with living-quarters and a dark room in which negatives of all the Kingdom's most notable scenic and architectural views were developed, and this was how the comprehensive stock of Poulton & Co. had been built up.

Great improvements were made to the premises at Lee. All seemed going well. Travelling was becoming speedier and more comfortable, the number of holiday-makers was growing, and then—some unkind person started to print picture postcards! These had already a year or two previously been introduced on the Continent, especially in Germany. The public took to them instantly. They not only bought large quantities of picture postcards as souvenirs for themselves, but they began to send them to their friends. They were a charming form of greeting from a holiday-maker to a stay-at-home, and, unlike photographs, they needed no packing whatever—only a halfpenny stamp and a few hastily scribbled words.

Nothing could be done to meet this sudden change of fashion. And so, in 1898, the great collection of negatives at Lee had to be sold for a song, and HAZELL's, some thousands of pounds the poorer, retired from the landscape photography business.

In 1886 Hazell's were not a trade-union House. This was certainly not due to any prejudice against the trade-union movement on the part of Mr. Hazell. Indeed, he was thoroughly in sympathy with it, and on numerous occasions publicly supported the agitation for the eight-hour day. At that date, a very large proportion of the workers in the printing industry were not members of any trade union.

In October 1886 Hazell's put in the lowest tender for the work of the School Board for London. Whereupon, the London Trades Council presented a petition to the Board asking that the tender be rejected, as Hazell's were an " unfair house." To this Mr. Hazell replied temperately, but crushingly, that the average wage paid by his Firm was one-sixth higher than that paid in Houses classed by the L.T.C. as " fair."

The employees at Aylesbury, Long Acre, and Kirby Street showed far more indignation than the Head of the Firm, and spontaneously drew up and signed a protest strongly denying that they were working for an " unfair " House. The tone of their protest is shown in the following brief passage:

> " We feel that we are so fairly dealt with that we would rather you did not open this as a Society House, or in any way upset existing conditions."

It is needless to say that Hazell's secured the contract.

Mr. Hazell's advocacy of the forty-eight-hour week was supported by the pen of Mr. J. Crowlesmith, the present Deputy Chairman. In an article entitled " The Modern Printer," contributed to *Hazell's Magazine* in 1890, and reprinted in the trade journals, he welcomed " the Factory Acts with their stringent conditions. . . . It is a step in the right direction for the trades' unions and the men who do not belong to the unions to agitate for an eight-hour day and protest against overtime."

Doubtless the Firm's employees in the Eighties shared the views of Mr. Hazell and Mr. Crowlesmith on the eight-hour day, provided, of course, it involved no reduction of wages; but it is

MEMBERS OF HAZELL'S WHO VISITED GLADSTONE IN 1890

Standing: T. Collings, C. J. Curtis, David Williamson, G. J. Thrasher, H. C. Johnstone, W. L. Stevens

Seated: Henry Jowett, George Watson, Walter Hazell, W. Howard Hazell, E. Ryder

Major H. B. VINEY

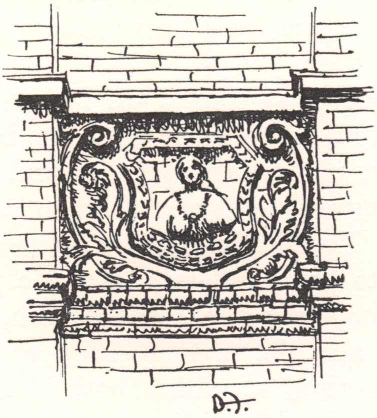
Director, 1913–1924

F. B. KING

Manager at Long Acre, retired 1892

interesting to note that they wished the reform to be brought about by agreement between employers and men. The subject came up for discussion by the Kirby Street Debating Society. The speakers were sympathetic to the movement, but the members by a " large majority voted against the interference of Parliament in the matter."

The one-sided quarrel (if there can be such a thing!) between Hazell's and trade unions was composed in 1893, and the Kirby Street Works were opened to members of the Society. Aylesbury soon followed, and in time the Firm became a full trade-union House. Hazell's have been affected very occasionally by strikes since, but not directed against them individually. They are such minor incidents that they deserve only a sentence in this history—scarcely that, were it not for the fact that Walter Hazell used to shake hands with the pickets, thus showing that the temporary dispute with the industry had no effect on the happy relations existing between the Firm and the staff.



The plaque set in the front of 80 Long Acre, where John Smith up to 1854 had his printing works. A plaque with this device is placed on all property owned by the Mercers' Company.

CHAPTER FOURTEEN

THE DEPUTY CHAIRMAN'S MEMORIES

" Keeper of the Nonconformist Conscience "—Barrie in Kirby Street—Trouble in the Machine Room—Robertson Nicoll's Missing Notes Terrible Handwriting—The Compositors' Reward Ramsay MacDonald the Struggling Journalist

AMONG the large number of periodicals, weekly, monthly, and quarterly, printed by the Firm in the Eighties and Nineties, some have interesting personal associations. One of the most important was, perhaps, *The British Weekly*, " a paper," as outlined by its Editor, " for Christian Radicals which shall be equal in literary merit to the best published."

In those far-off days Mr. Crowlesmith was the Firm's General Manager at Kirby Street, and he recalls some memories of his early experiences.

The British Weekly was started on November 5th, 1886, by Hodder & Stoughton, and was described as being " a venture of faith " on the part of both Proprietors and Editor. A prayer and social gathering was held one afternoon at the Y.M.C.A. in Aldersgate Street. To this Mr. Hodder invited a group of business friends interested to pray and talk over the plans for launching the new paper, and, says Mr. Crowlesmith, " I think that its name was chosen and the final decision to go right ahead was taken at that gathering, at which both Mr. Walter Hazell and myself were present." The Editor was the Rev. W. Robertson Nicoll, M.A., afterwards, of course, Sir William Robertson Nicoll, LL.D., " Keeper of the Nonconformist Conscience." Dr. Nicoll later also started and edited *The Bookman*, another periodical printed at Kirby Street.

The circulation and influence of the journals which Dr. Nicoll edited, or to which he was an important contributor, made him the virtual arbiter of the destinies of many a young writer. Barrie had written an unsigned article in *The Edinburgh Evening Dispatch* which attracted the attention of Dr. Nicoll, who wrote to the Editor for the name of the writer. " This," says Mr. Crowlesmith, " led to Barrie calling at Kirby Street one Wednesday afternoon early in the paper's history. I remember receiving him at the top of the stairs leading to our Editorial rooms; a shy little man, rather shabbily dressed (Barrie was always careless about dress), who in broad Scotch asked timidly if he could see Dr. Nicoll. I showed him into the great man's sanctum, never realising (we none of us did) how famous that retiring little Scot would become. This interview must have had a considerable influence on the future career of Sir James Barrie.

" Between forty and fifty years ago great improvements in printing machinery were made. Our first rotary press was installed in Kirby Street in 1895 to print *The British Weekly* and a second illustrated paper. We had, at first, frequent technical trouble. The consequent delay angered Robertson Nicoll, who used to go secretly into the machine room in the basement. It was approached by a spiral staircase, and Nicoll would creep halfway down the stairs, and then seat himself and just watch. Directly the rotary machine ' saw ' Nicoll, the paper passing through would snap, and for a few minutes chaos would result. One day a party of schoolboys were in the machine room as visitors watching the printing of *The British Weekly*. The paper roll suddenly snapped. I at once ordered the boys up the staircase to clear the room, and up they went helter-skelter, only to fall in a heap over Robertson Nicoll. He left the building, rather shaken, and always believed I had done the trick on purpose. However, he told the story with great glee the same night at the usual dinner gathering at his club, at which the future Lord Riddell and several well-known politicians were present.

His headline to the tale was: ' Crowlesmith got his own back on me this afternoon.'

" The paragraphs on the first page of *The Bookman* were always reserved for the Editor's very latest literary items, and our orders were never to go to press until Dr. Nicoll had supplied these. One month *The Bookman* was two days late. Mr. Ernest Hodder-Williams came round to Kirby Street specially to know the reason. ' We are waiting for Dr. Nicoll's notes and cannot get them,' I explained. At that time Ernest Hodder-Williams (who was afterwards knighted) and Nicoll always lunched together on press days in our Editorial rooms. During lunch I was sent for.

" NICOLL: ' Arre ye going to prrint *The Bookman* an-ney mor-re ?'

" MYSELF: ' Yes, Doctor, but we are still waiting for your Notes.'

" NICOLL: ' Ye-er a lia-ar, I have sent them.'

" I shook my head. Nicoll at this got very excited. ' I tell ye ye-er a lia-ar,' and clenching his fists he brought them back against his chest—a gesture of his with which we were familiar. As his fists struck his coat he—and we—heard some papers crackle. Nicoll pulled up and felt in his inside coat pocket, and to his own amazement drew out his Notes, which he had forgotten to post. Without a word I took the copy from him and retired, waiting for neither apology nor explanation. Nicoll and I understood each other and were good friends.

" The Rev. John Watson, D.D. (Ian Maclaren) contributed a series of Scotch stories—' Beside the Bonnie Brier Bush '—to *The British Weekly*. They were an instant success and helped the circulation appreciably. Dr. Watson was a very considerate man, though his handwriting was execrable. It would have been so in any circumstances, but the broad Scotch introduced into his stories made his copy a nightmare for the comps. Some of Watson's articles were syndicated in America, and the copy was sent over to be printed. The printers on the other side, however, could not decipher his MS., and we had the whole batch sent back to Kirby Street with instructions to send out galley proofs. ' You appear to be the only printers who can make out this awful copy,' was the comment of the Americans. One day Dr. Watson sent me a very kind personal letter with a cheque asking me ' to distribute the enclosed trifle among the men who do my work, that they may smoke a pipe extra to soothe their nerves after deciphering my handwriting.' A thoughtful act greatly appreciated by the compositors.

" I met another Scot destined to become famous, but who in the Nineties was unknown. When I was working late in my office at Kirby Street—we often worked very late in those days—I received a telephone message. Could I call at Baldwin's Gardens in Gray's Inn Road and see a Mr. MacDonald at 10 o'clock that night? I climbed the stairs of an old model block of buildings in the so-called ' Gardens,' and at the top found Mr. Ramsay MacDonald. It was a one-room occupation—half screened off with a bed, the rest being the workshop of a journalist. MacDonald was hard at work writing; he also found it exceedingly difficult in the early days of his career to make a living with his pen. In a few minutes we got down to business. Mr. Keir Hardie and himself, with, I think, a few other kindred spirits, wanted to start a new socialist weekly. The proposal put before me was one of credit and finance. The business fell through so far as HAZELL's were concerned, though I believe the journal was launched after a time.

" The next time I met Ramsay MacDonald was in a Fleet Street café just after he had caused the defeat of Mr. Walter Hazell at Leicester during the General Election of 1900,[1] and we all felt very sore about it, as I told MacDonald plainly that morning. ' Oh, that is all in the game,' was the reply (I think by Keir Hardie). However, we parted on good terms after I had promised to try to arrange that the Liberal Party of Central Finsbury, of which I was Chairman, should not oppose Mr. MacDonald as L.C.C. candidate for the election then pending. As it turned out he was returned unopposed. I met Ramsay MacDonald on two or three occasions after he became Prime Minister, and he always remembered our old association."

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[1] Ramsay MacDonald had no chance of being elected, but his intervention split the Liberal vote.

* * * * *

One of the greatest revolutions in the printing industry occurred in the late Eighties. The search for an efficient means of setting type by mechanical means had lasted for over sixty years,[1] and while many different type-composers had been built and had proved failures, the linotype was the first machine to solve the problem efficiently and economically. For years before the advent of the linotype HAZELL's had kept a close watch on every development in mechanical composition, and Henry Jowett, the Manager at Aylesbury, made himself an authority on the subject, on which he lectured more than once. The system of marketing the linotype adopted at the outset did not find favour with Walter Hazell and other large printers, but it was soon abandoned, and in 1897 the Firm decided to install it.

Before the introduction of composing machines all printers suffered from a chronic shortage of type. The type used in hand setting was so costly that it was impossible for a printer to equip himself with enough to meet the demands of his customers. He was therefore forced to arrange for a book of any size to be passed for press in sections. This enabled him either to print it off immediately, or to take moulds, both processes having the effect of releasing type to allow the setting of the book to continue. Even today, difficulties sometimes arise in keeping unlimited quantities of metal locked up, but it is obvious that this is a less serious matter than the locking up of much more expensive type.

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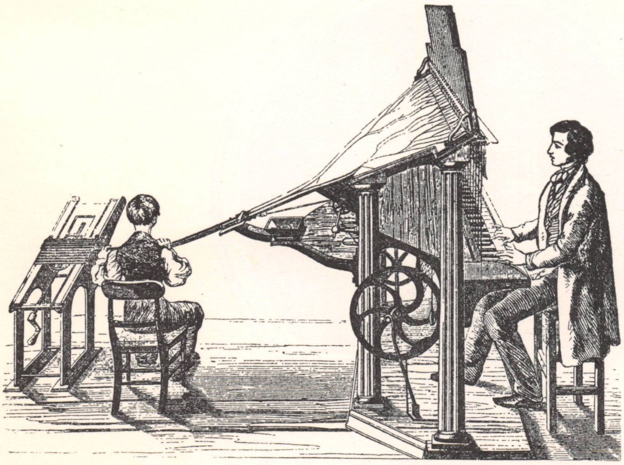
[1] Probably the first publication in this country to be set up entirely by machine was *The Family Herald*, founded in 1842 for the special purpose of utilising Young's Type Composer. The labour costs, however, proved too high, and the paper soon adopted hand-composition.

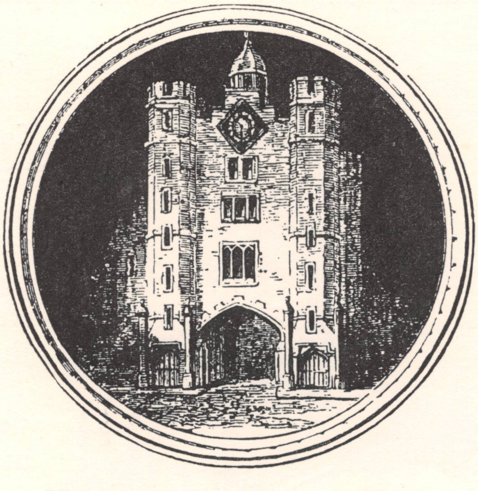
The introduction of type-setting machinery and the simplification of plate-making processes had the effect of greatly increasing the capacity of the average printer, and the possibilities of service to his customers. The change from hand- to machine-composition was the biggest revolution in the printing industry since the introduction of steam. The upheaval was probably greater. The displacement of the less-adaptable members of the staff necessitated by the adoption of the linotype and the monotype caused considerable distress at first, which was all the worse because Unemployment Insurance was a thing of the future. HAZELL's were deeply concerned with the fate of these men, and spared no efforts to help them over their difficulties. In a number of cases small weekly grants were made.

In a few years, however, things adjusted themselves, and the economies effected by composing and other improved machinery were important factors in increasing the demand for printing generally. The ultimate effect was that vastly more workpeople were employed in the industry.



The Man at the keyboard is not a pianist, but an operator of Young's Type Composer, invented about 1842, which was one of the early forerunners of the linotype and monotype.

The installation of linotypes at Kirby Street, to be followed a few years later by monotypes at Aylesbury, came at the time when rapid progress in further mechanisation was taking place throughout the business. New and costly printing machines of improved design and workmanship, capable of much higher running speeds, combined with the finest quality of production, were imported from America, whereas hitherto the Firm had mainly relied on the simpler and less-expensive types of machines manufactured in England. In the Binding Department the change was even more revolutionary. Until the Nineties bookbinding machinery had covered only a very few of the necessary processes, the remainder being executed by hand. The first quarter of the present century was to see the gradual introduction of a highly complicated range of machinery, capable of very large outputs, and requiring skilled operators with specialised knowledge of each machine. Whereas bookbinding was formerly mainly a skilled handicraft, it has now been split up into a series of mechanical operations.



Vignette on the cover of *The St. James's Magazine* printed by HAZELL'S in the Eighties, showing Holbein's Gateway.

CHAPTER FIFTEEN

" ONE OF THE WORLD'S ENCOURAGERS "

A Man of Ideas—Origin of Lunch-hour Concerts—Impressions of America—Helping the Underdog—In Parliament—Oliver Twists of the Nineties—Walter Hazell on Staff Welfare " Hazell's Annual "

THE year 1894, when Walter Hazell was first elected a Member of Parliament, is a convenient mid-point in his adult life at which to give a brief outline of his achievements. " One of the world's encouragers " is a happy description applied to him by a writer in 1913, when Walter Hazell was " seventy or so years young." To help and encourage was his chief aim in life.

A few months before his death, in addressing some technical students extempore, he ended thus: " My dear fellows, life is before you. What happens in this world cannot affect me, personally, much at my age [seventy-five]; but you will have to do with the people of the country to which we belong. You may not be able to do great things, but you can do your part, and do it well; and among the things you have to lay your heart to do thoroughly, is to do all you can to lift up the character of yourselves and your fellows, and to understand your work well." The encouraging note was rarely absent from Walter Hazell's speeches.

" Who knows there be not more worthy men forgot than any that stand remembered in the known account of time," says Milton somewhere, and this thought constantly intrudes itself when one surveys the career of Walter Hazell. He had no desire for fame; no flair for personal publicity; and while he has many memorials, they are mostly unrecognised. The Sunday before

Christmas last year was, as usual, observed throughout the country as Peace Sunday, and observed with more fervour than ever. But how many sermons mentioned the fact that Peace Sunday was started by Walter Hazell ?

A pacifist ? you say. Yes, as ninety-nine out of every hundred of us are pacifists. *The Daily Sketch* for November 14th, 1915, shows exactly what is meant. In that issue, beside a portrait of Mr. Hazell, appeared the following note: " This paragraph is intended for the Kaiser's eye. I hope it will do him good. *The Chairman of the Peace Society is canvassing for Lord Derby's men.* Could there be a finer example of the spirit that has united us all in the determination to win the War ? " It should be added that Mr. Hazell had resigned from the Society.

Nearly everyone who works in London, either regularly or occasionally attends a lunch-hour concert or organ recital in a City church—thanks to Walter Hazell, who originated the idea. It was the sight of men and boys after a brief midday meal standing or wandering aimlessly about the streets for the remainder of their dinner hour that suggested to Mr. Hazell the need for midday concerts for City workers.

" This curious development in the solicitude for the welfare of the working classes," as an evening paper described it, was inaugurated in the City Temple Hall[1] on Tuesday, October 7th, 1890. The experiment was an enormous success, and received a warm welcome in the Press. At first the audiences were a little too large for comfort, but they were the sort of audiences to which Mr. Hazell wished to appeal. " The attendance naturally included a fair proportion of well-dressed City Templars," said *The Daily Telegraph*, writing of the first concert, " but most of the people came in their work-a-day clothes, fresh from the desk and bench, clerks of both sexes and skilled mechanics, with a tolerable number of lads in aprons, occupying the seats and warmly applauding the selections from Mattei, Blumenthal, Hope Temple, and Bishop."

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[1] This Hall is beneath the City Temple, of which Dr. Joseph Parker was Pastor in 1890, and at the height of his fame as a popular preacher. HAZELL's printed Dr. Parker's *People's Bible*, published by Hodder & Stoughton, a work in several volumes.

Midday popular concerts quickly spread to the provinces and to America, as well as in the City itself. The newspapers were generous in the amount of space they gave to these concerts, and warmly praised Mr. Hazell for originating them. About four years after they were started, when the bandstand in the Temple Embankment Gardens was built, the Press Band was retained by the kindness of several newspaper proprietors and managers to play to those employed in Fleet Street during their lunch hour.

On October 7th next year (1940) midday popular concerts (or lunch-hour concerts, as they are now called) celebrate their Golden Jubilee, and it is to be hoped that the man who originated them will be remembered at that time with the gratitude he deserves. Mr. Hazell was greatly helped by members of his family and by personal friends in organising the early concerts.

In 1880 Walter Hazell visited America, partly to judge for himself the value of new printing machinery in use there, which was far in advance of anything made in this country. His other object was to study the vast country which was attracting a greater number of British emigrants than the whole of the Empire put together. He found, as he expected, that in printing machinery America was first, and the rest nowhere. His Firm spent thousands of pounds in the States on new equipment, though Mr. Hazell often publicly regretted the necessity for doing this, and urged our manufacturers to show more inventiveness and enterprise.

Of America as a country he received mixed impressions—too many to be recorded here. Of course he heard Henry Ward Beecher preach. He noted several telephones (an invention then only four years old) on his pulpit, relaying sermons to a stay-at-home congregation: he admired Beecher's eloquence, but one can imagine the effect produced on a British hearer by the preacher's frequent use of a spittoon while preaching. Mr. Hazell was not in America on the first Sunday in the year. Had he attended Henry Ward Beecher's church on that particular evening, he would have seen Beecher auctioning his pew rents to the highest bidder, and raising many thousands of dollars in the process. Mr. Hazell found New York on Sundays outwardly like a city of the dead. Every restaurant was closed, but inquiry showed that it was necessary only to knock on a side door to secure admittance and find as many diners enjoying a meal as on weekdays.

Six years after his trip to America, as we have already seen, Mr. Hazell visited Australia to gain impressions of the prospects that awaited emigrants in a less-developed country. He found Australia was a more suitable field than America for the type of emigrant he was most anxious to help—the underdog, the apparently hopeless failure—because cities, with their temptations to idleness, were fewer and more difficult for landworkers to reach.

Walter Hazell was a great reader, and he made himself an authority on many social questions, but to possess a mere theoretical knowledge on any subject seemed to irk him—he felt impelled to apply it. When he travelled overseas to study conditions of colonial settlement, by his observations and study he became an authority on emigration, and he was able to give the Emigration Bureau, set up by the Colonial Office at his instigation, much valuable advice. However, the urge behind his travels and his studies was not the giving of advice, but the application of his knowledge in making a success of the Self-help Emigration Society which he had founded. This Society sent so many people to settle overseas that, with their descendants, they must now number tens of thousands. So carefully were they sifted before final selection was made, that the percentage of failures was low.

It was part of Walter Hazell's creed that every man had a right to be given a chance, and he set about giving them this chance in a characteristic way. From 1892 to 1900 he experimented at his own expense, first on some land in Essex, and then at Manor Farm, Chesham, an estate of 225 acres. Here the unemployed of the type who had "lapsed from labour" were tested and, if found suitable, trained for settlement overseas by the Self-help Emigration Society. In an article describing this experiment, Mr. Hazell says:

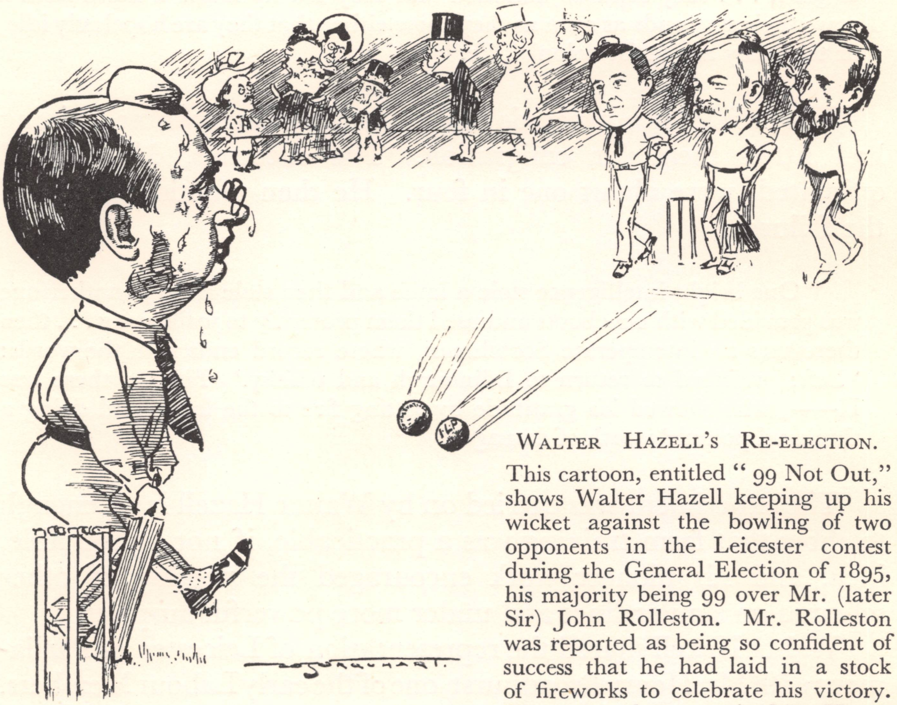
> "There is no Committee, and therefore I am tied by no rules; and I make my own mistakes without having a body of subscribers to report to. The farm is an ordinary arable one, with a large old-fashioned house where the men live with my bailiff, who is a practical working farmer. . . . The only qualification for admission is want of work with an obvious unfitness to get it . . . they come so unskilled that they hardly know a horse from a cow; their stay ends as soon as they show either that they are hopelessly idle, or that they are fit for colonial life."

The article then proceeds to give details of men whose training had fitted them for emigration. The successes, Mr. Hazell estimated, were about one in four. He then mentions a few of the failures:

> "One bright intelligence stole a knife and then stole away; another one was provided with new boots and used them promptly to walk away . . . then there was an intemperate Scotchman, whose record ends with the words: 'Left; preferred to return to Edinburgh and whisky.' Finally, there was H——, who showed his gratitude by setting fire to the farm, and doing a thousand pounds' worth of damage."

The experiment was carried on by Walter Hazell long enough to show that farm training was a practicable, if not a profitable, idea, and his pioneer work encouraged the starting of other schemes on similar lines and under more powerful auspices.

Walter Hazell shared the representation of Leicester in Parliament with Mr. Henry Broadhurst, one of the early Labour Members. He encountered some opposition in his constituency, owing to the fact that HAZELL's was not fully a trade-union House, employees being allowed to please themselves without any interference from the Firm either way. At length, Walter Hazell invited representative trade unionists to visit the Aylesbury Works and judge of working conditions for themselves. Mr. Thrasher, who is mentioned in an earlier chapter, was chosen to conduct the trade unionists round the Works. They were greatly impressed with the amenities provided for the staff, which at that time were far superior to those in many trade society Houses. During their tour the trade unionists asked Mr. Thrasher if he had seen one of the new-fangled composing machines. Mr. Thrasher said he had recently closely examined linotypes on view at the Agricultural Hall, where, in company with a colleague, he had been sent



WALTER HAZELL'S RE-ELECTION.

This cartoon, entitled "99 Not Out," shows Walter Hazell keeping up his wicket against the bowling of two opponents in the Leicester contest during the General Election of 1895, his majority being 99 over Mr. (later Sir) John Rolleston. Mr. Rolleston was reported as being so confident of success that he had laid in a stock of fireworks to celebrate his victory. The other batsman is Mr. Henry Broadhurst, who shared the representation of Leicester with Mr. Hazell.

by the Firm to give his views on the invention. " Our advice," said the trade unionists, " is, keep them out of your Works as long as you can; they'll be a disaster to compositors." Subsequent events have shown how false this prophecy was.

Mr. Hazell worked hard as a Member, but he did not often speak except in the obscurity of the Committee Room. On the few occasions when he addressed the House it was nearly always in the cause of the poor. More than once he poured scorn on the barrack schools attached to workhouses, which had a curriculum that had remained virtually unchanged since 1847, when, thanks to Charles Dickens and others, something had been done for poor little Oliver Twists. Mr. Hazell wanted these workhouse children to be boarded out in country houses, and sent to the ordinary elementary schools, where the system of education gave them an infinitely better chance in life.

He did much to increase the power of local authorities, where public health was concerned, by sponsoring what he bluntly called the Verminous Persons Bill, which later reached the Statute Book with its title changed, by the force of hilarity, to the Cleansing of Persons Act. This statute gave the masters of casual wards the power to require candidates for admission to undergo a preliminary cleaning up, and, as Walter Hazell intended it to do, it pointed the way to all sorts of public health reforms.

We cannot examine the Parliamentary career of Walter Hazell further than this. He lost his seat in 1900, and decided to retire from politics for good, but this only meant that he increased his public work in other directions.

Walter Hazell had a natural dignity, but he never " stood on it." His sense of fun and humour was keen, and he enjoyed a joke against himself. On one occasion a Scottish decorator and painter wrote to the Firm asking whether he could have three copies of a certain illustration. The reply was that the copies would be sent on receipt of 3*d.* in stamps. The decorator rejoined as follows:

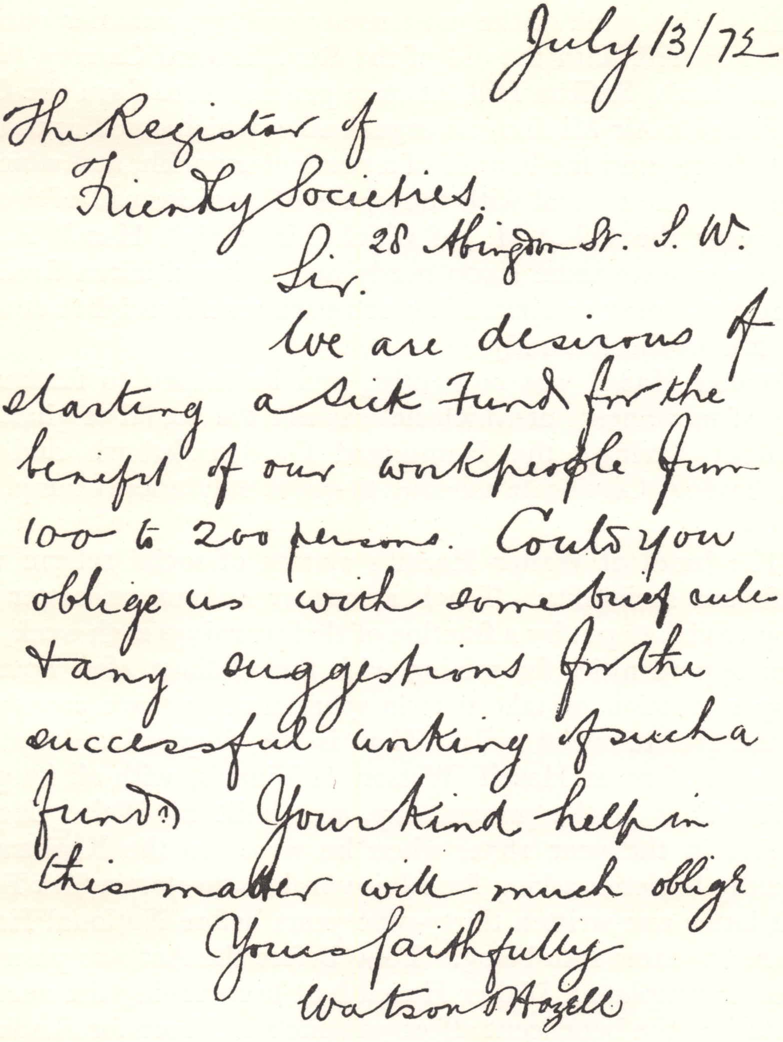
> " Your refusing me credit for 3*d.* is positively the *last straw.* I have a father in business for forty years, and I have been fifteen years in business myself, and neither of us has ever been refused 3*d.* of credit before. I don't care one damn whether you send the stuff or not, but I enclose 3*d.* in stamps, and if you don't care to send the stuff you can give one penny each to Hazell, Watson and Viney with my new-year compliments."

This letter was shown to Mr. Hazell somewhat nervously by a clerk. The Chairman read the letter attentively and roared with laughter when he came to the end. Handing it back, he said simply, " Send him a brace of pheasants."

In his younger days, when business worries crowded thick upon him, Walter Hazell was apt to be regarded as rather stern and unapproachable, except by those who were brought into frequent contact with him, but before he had reached middle age he had ceased to give this impression. He was a stimulating man, and in conversation quickly revealed his remarkable fertility in ideas and his gift of putting things in a new light, so that the root of a difficulty became plain. He was a thinker who made others think. He loved children, and was always striving to help them. In 1911, when he, a Liberal, was elected by the Conservative Council to be Mayor of Holborn, he quickly arranged a Baby Show limited to entries whose parents were living in the borough in poor circumstances. Some of the newspapers made it a story of the day, and gave several pictures of the event.

If anyone was in trouble and needed help, Walter Hazell gave it quickly and generously. But if inquiry or reasoning showed him that an individual case of misfortune was typical of many, he felt at once impelled to attack the common cause of the misfortune. Not many years after he joined George Watson at Kirby Street he saw a sickly-looking boy who obviously needed a holiday away from the gloom and smoke of London. Of course, the boy must be given a holiday, but what about the thousands of other children in the neighbourhood like him ?

He made inquiries, and found that many parishes raised small



July 13/72

The Registar of
Friendly Societies
28 Abingdon St. S.W.

Sir.

We are desirous of starting a Sick Fund for the benefit of our workpeople from 100 to 200 persons. Could you oblige us with some brief rules & any suggestions for the successful working of such a fund? Your kind help in this matter will much oblige

Yours faithfully
Watson & Hazell

THE FIRST STEP TOWARDS WELFARE AT HAZELL'S.

In writing this letter with his own hand, Walter Hazell started in earnest to make Welfare Institutions at HAZELL'S a reality. The letter was dispatched from Aylesbury, where Mr. Hazell was taking temporary charge during the Manager's absence on holiday. The Aylesbury Sick Fund, established about a year after the writing of this letter, was the first of the Firm's Welfare Schemes to be founded.

funds to give some of the most needy children summer outings. Walter Hazell, with the aid of the Rev. Edward Canney, Vicar of St. Peter's, Saffron Hill, at once proceeded to form the Children's Fresh Air Mission, an organisation which could appeal for funds far beyond the bounds of a particular parish, and which in time was able to deal with thousands of cases instead of dozens. Last year the C.F.A.M., of which Mr. Ralph Hazell is now Treasurer, gave some 2,000 needy and ailing children from the poorest and most congested London parishes a fortnight's change, and it does this annually.

Walter Hazell was no egotist, and he helped to further all sorts of movements of which he was not the actual originator—Daylight Saving,[1] the Hampstead Garden Suburb and the War Savings Certificate scheme, to quote only a few examples at random.

The bases of Walter Hazell's system of social reform were thrift and sociability. Teach a man or woman, or, better still, a boy or girl, to put by a fraction of their earnings each week, give them opportunities for mixing with their fellows after hours to enjoy recreation or take part in sport, and you are countering all the greater social evils. That is the simple foundation on which Welfare at Hazell, Watson & Viney's, with all its great ramifications at the present day, was built by Walter Hazell, starting in the year 1872, when he wrote to the Registrar of Friendly Societies asking for advice on how to start a Sick Fund. This letter was written thirty-nine years before National Health Insurance came into being. Long before the Act was passed or even contemplated, Walter Hazell had been urging the need for legislation, the beneficent effects of which had been foreshadowed by the experience of his own employees with their Sick Fund.

The Provident Fund, a natural sequel to the Sick Fund, was started by the Firm in 1879. It needed careful fostering at first, but in a few years it had proved of invaluable help in a number of cases of sudden misfortune, and Walter Hazell soon knew that he had the whole staff behind him in his efforts to increase their sense of security. Some twenty years later a Pensions section was added to the Fund, which today distributes pensions of from 10*s.* to 15*s.* per week to nearly a hundred of the Company's former employees. The Thrift Fund was another development. From this Fund are made grants of the Firm's money for special purposes at low rates of interest, repayable by weekly instalments. These Thrift Fund loans have been usually granted to enable a house to be bought. Many of the houses purchased by instalments in this way were built at Aylesbury for the staff by HAZELL's themselves. In suitable cases loans are also made for other purposes which will benefit the borrower. Life insurance for the amount owing was an important and at that time an entirely novel part of the scheme.

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[1] He was not the originator of William Willett's exact scheme, but about thirty-five years before the Daylight Saving Act, Mr. Hazell, as mentioned in an earlier chapter, tried daylight saving at Aylesbury for two summers.

When Walter Hazell introduced a measure of co-partnership into the Firm, he contrived to give increased opportunities for thrift, the shares that he made available to the staff being purchasable on very favourable terms by instalments of 1*s.* a week.

Collectively, the various Funds started by Walter Hazell have enabled the staff of HAZELL's to accumulate very substantial sums. The details are given in Appendix III.

By the early Nineties, Welfare had become so well organised, and was proving so successful, that from time to time other firms wrote to ask for particulars of the various organisations, financial, social, educational, and recreative, which had grown up among the employees. In response to these inquiries Walter Hazell wrote a long and characteristic description of his Firm's institutions, which was equally frank regarding failures and successes. In the introduction he wrote:

> " It appears to me that the Head of a large establishment has a unique opportunity for usefulness. . . . I have observed that employees are very

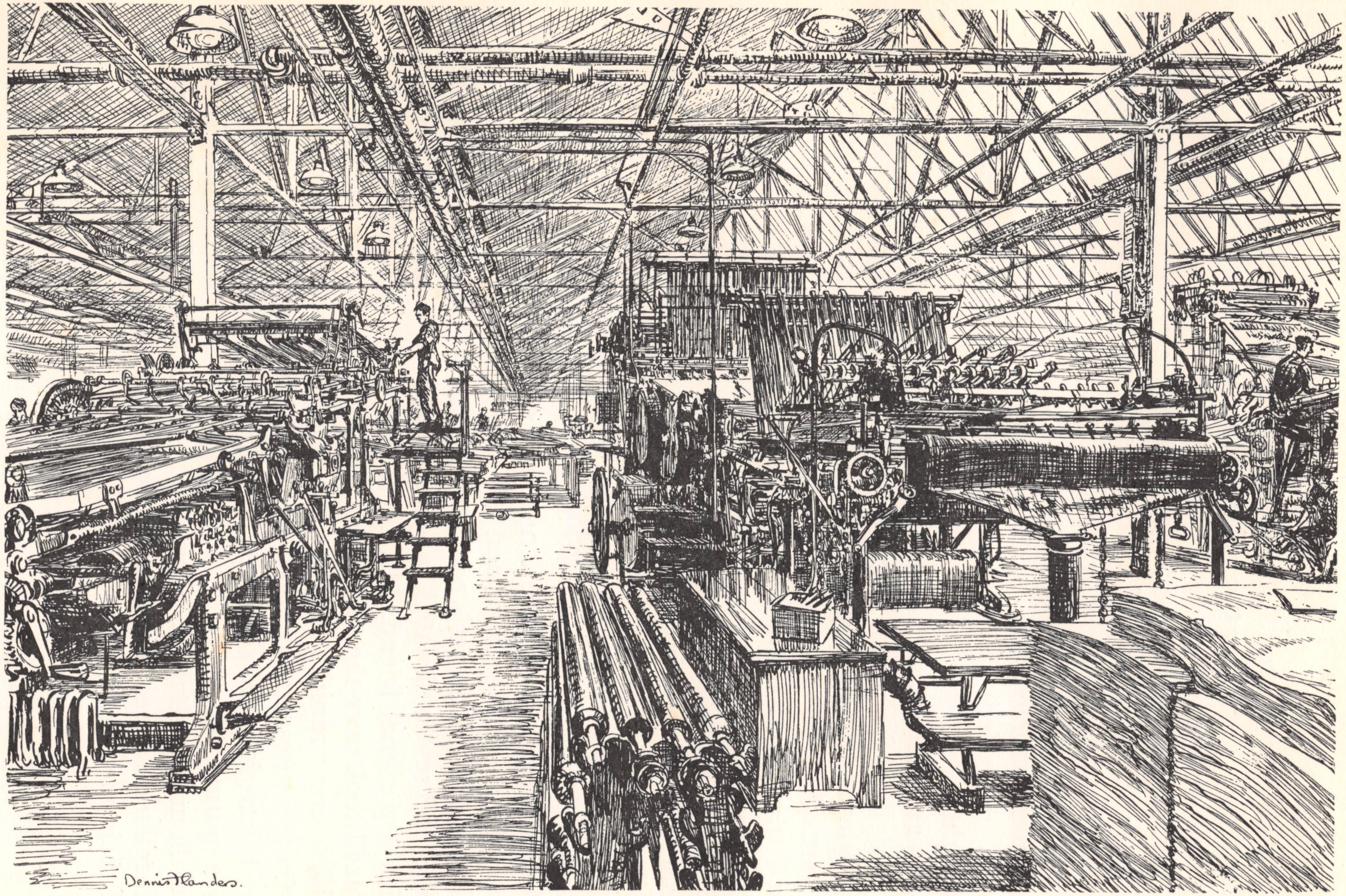
> unwilling to ask for improvements tending to their comfort. It may be that with inconsiderate employers they think it useless, and with considerate ones they are unwilling to trespass on what they are kind enough to call good nature. Anyway, the fact remains that in many large establishments there is a great need for a quickened public opinion in these matters.
>
> " The Head of a firm must co-operate in promoting what other people want, not merely because he wants it. . . . He must not patronise; he must be willing to be at most first amongst equals, and often to let others lead where they can do so better than he can."

There is little that is old-fashioned or out of date in anything that Mr. Hazell wrote about Welfare forty-eight years ago—it is still a much, though a less, neglected phase of social reform. He is careful to differentiate between schemes which can be left solely to the employees to run, and those which should be the responsibility of the firm. Of the latter type of scheme he says:

> " Many years ago an employee vigorously set about establishing a Wind and String Band among our Aylesbury staff. He got members to subscribe for instruments, and the band was formed; but unfortunately for its prosperity the first violin got married, the drum went to seek his fortune elsewhere, the 'cello got tired of it, and so neither social nor musical harmony could be maintained. I am not certain of the exact calamities which overtook the different instruments . . . but in a short time the band came to an end."

When, later on, the question arose again, the Firm in great measure provided the instruments, which it still owns. During the past fifty years Hazell's Printing Works Band has a history of increasing success, and within the last twelve months it has broadcast on several occasions.

Walter Hazell freely subsidised any schemes which needed help, but if the loss to be made up seemed to be due to inefficiency, he would not rest until the venture had been made to run on the right lines. The refreshment bar at Kirby Street lost money heavily for several years. Ultimately a widow and her daughter were found who could make it pay and yield a small profit. This greatly pleased Mr. Hazell, but his passion for efficiency was


Dennis Flanders.

THE MACHINE AGE
An impression by Dennis Flanders of the Colour Printing Department at Aylesbury. This room contains fifty-six machines of various sizes.

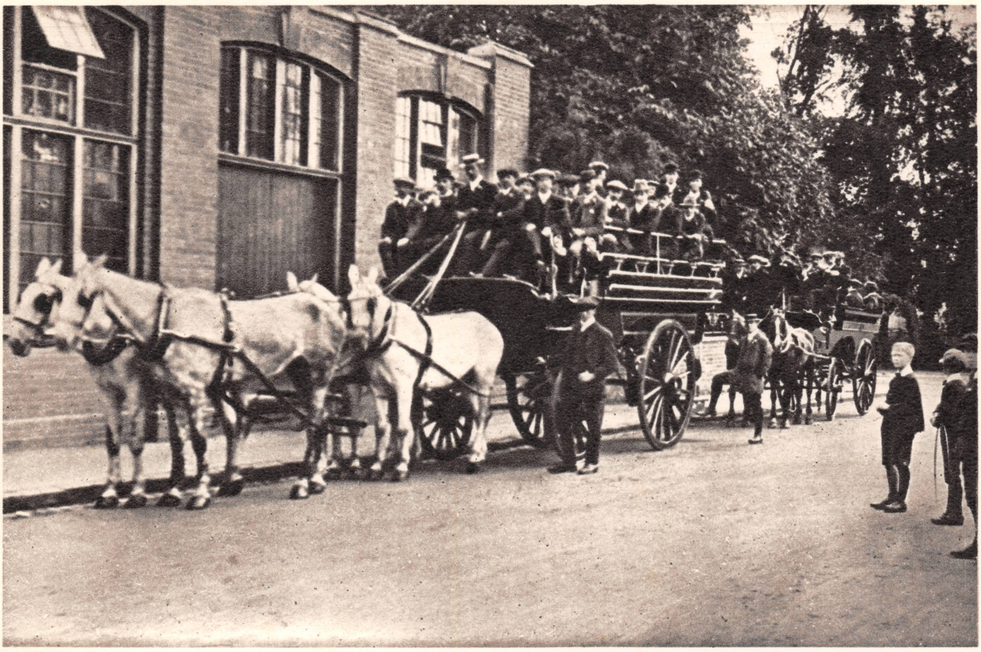
such that he regretted " the absence of competition, which makes it hard to say whether the refreshments are being provided in the best manner possible."

Mr. Hazell was a good judge of character, and he made few mistakes in the choice of men to carry out his ideas. They had the advantage of his leadership. And, indeed, he was a stimulating man; he is just as stimulating today to anyone who reads his letters, articles, and speeches, and the records of his achievements, so varied, showing such proofs of rare imagination and foresight.

As an instance of his foresight, take the occasion when he celebrated his fifty years' connection with HAZELL'S, and his own seventieth birthday, by giving £7,000 for the benefit of the staff. A part of this large sum was to form a Trust. There was nothing particularly remarkable about such a gift, but the instructions Mr. Hazell gave about the Trust Deed are not usual. He directed that the deed should be widely drawn, " so that as changes occur in the future the Fund may not become fossilised and useless."

As an instance of his imagination and his ability to put himself in the position of others, take the Bloomsbury House Residential Club for young professional men and students engaged in London away from their own homes. He himself had started his career while under his father's roof, but he knew that other young men were differently situated, and so he started a men's club jointly with a personal friend, Mr. G. D. Jennings. Subsequently, Mr. Hazell took over the sole responsibility of the whole undertaking, which grew rapidly, and at the present time twenty converted private houses are occupied by the Bloomsbury House Club, and the Cartwright Gardens Club for Women, which came into being as a natural corollary of the original idea. Both concerns are still flourishing today. During the latter part of his life Walter Hazell took a great personal interest in the clubs, and in the welfare of their members.

The Approach to the Aylesbury Works from the Town in the Nineties. This street today is lined with buildings. Aylesbury's growth has kept pace with Hazell's.



A Typical Departmental Outing at Aylesbury in the Nineties. As many members of the party as necessary would get out and walk up steep hills to ease the horses.

One result of his interest in affairs was *Hazell's Annual Cyclopædia*, first published in 1886.[1] The work, as its original preface records, owed its origin to a conviction on the part of its promoters, that most Englishmen who wished to keep *au courant* with the questions of the day find need of enlightenment on the full bearings of the subjects at issue. *Hazell's Annual* was the most topical of all works of reference; it was an exceedingly valuable guide to current affairs of every kind, and was used largely by journalists and other serious workers.

There are some surprising items in the first issue of the *Annual* —for example, a list of about 250 M.P.s who supported Women's Suffrage, including 106 Conservatives, among whom was Sir Algernon Borthwick (later Lord Glenesk), the proprietor of *The Morning Post.*

German trading methods were creating almost as much alarm then as they have done in recent months. It appears that in 1886 the Reich planned to raise a loan of fifty million pounds in London on cheap terms, and lend the proceeds to China, with the proviso that the Germans were to act as purchasing agents in expending this vast sum. Of course, the idea was that the money would be spent in Germany. The Chinese refused the offer, not being enamoured of German manufactures. We read of music being relayed from Philadelphia to New York by Elisha Gray's telephone; that Edison's phonograph " at present has no scientific value "; and that the central telephone exchange in New York deals with " at least one thousand communications [calls] every day."

Hazell's Annual was published until 1922, when publication was stopped owing to the difficulties of post-War production. Its founder did not imagine that it would ever yield a profit commensurate with the capital and labour involved in compiling it, but the advent of low-priced reference books, and rising printing costs, brought it to an end, ever to be regretted by journalists and students of affairs.

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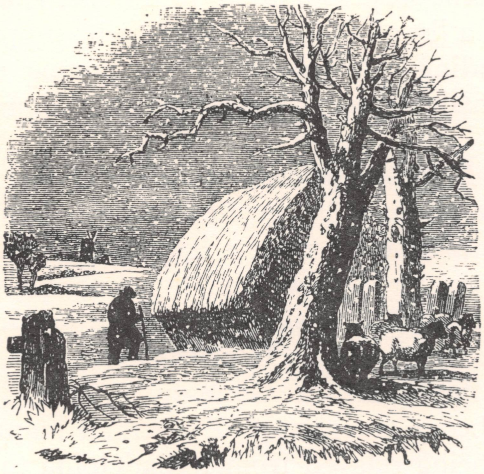
[1] It was this publication which induced Charles Haddon Spurgeon, the famous preacher, to utter one of the worst puns ever perpetrated. Apologising in *Sword and Trowel* (March 1890) for his delay in noticing *Hazell's Annual*, Mr. Spurgeon wrote: " Earlier in the year we were in a *viny* land, where *hazels* were supplanted by *what's on* the orange and the lemon." It is only fair to add that Spurgeon's wit was usually of a higher order.



The Snow Track, an engraving in a halfpenny tract printed by George Watson in the Fifties.

CHAPTER SIXTEEN

MANY INVENTIONS

Coming of Electric Light—The Typewriter Turned Down
Uses of a Phonograph—Mechanical Transport at 2¾ m.p.h.
Ruskin in Long Acre

DURING the years between Walter Hazell's retirement from Parliament in 1900 and the outbreak of the Great War, he and his fellow-directors kept a close watch on every modern development affecting the printing industry to see that none was adopted either too hastily or too tardily. Some details of the installations of new machinery were given in Chapter 14, but it will be convenient here to note the adoption by the Firm of a few other modern inventions, although they come rather out of chronological order. The first electric light at Kirby Street was generated by a discarded beam engine, and Mr. Brett, the Assistant Manager, who has now retired, remembers how delighted Mr. Hazell was when he saw an electric lamp experimentally made to glow in his office for the first time. The illumination on that occasion was of the lighthouse order, the lamp glowing and dimming at regular intervals. Mr. Hazell, it may be recalled, had already seen the benefits of electric light in the public rooms and corridors of the s.s. *Austral* in 1886, and this may have made him eager to install it throughout the Works. It was in 1889 that the Kirby Street premises were first wired, and not long afterwards installations were made at the other branches.

About the year 1885, Walter Hazell had a typewriter sent to his office. "How many words will it do a minute?" he asked the demonstrator. "Thirty, sir," was the reply. He then gave the man a minute's test, and thirty-one words resulted. " I don't think much of that, Mr. Hazell," said Mr. George Dunn, the cashier, who had watched the experiment. " I *write* letters for the post at thirty words a minute." Upon which Mr. Hazell gave him a test, and Mr. Dunn neatly wrote the number of words he claimed. The typewriter accordingly was taken away—unsold.

However, someone bought a primitive typewriter for use at Aylesbury, but it did not prove a success. The present Chairman of the Company remembers being allowed to play with it as a small boy in the Eighties. From his description this contrivance seems to have had a capacity of ten w.p.m. at the most! Only a year or so was to elapse before a more modern model was on the market, and a young man who had won a typewriting contest was engaged as Mr. Hazell's secretary.

Another invention, dealt with in *Hazell's Magazine*, the use of which in an office seems rather surprising so early as 1894, was the commercial version of the phonograph. Edison made his first records on tinfoil, a medium not capable of much exploitation, and he seems for a time to have lost interest in the idea. Another firm tried wax, their object being, not to record operatic arias, but the voice of commerce dictating its humdrum letters and memoranda. It was one of these instruments which was used as a means of corresponding between the London House and Aylesbury " without the intervention of any written copy or manuscript at all," in the days before the telephone had reached the town of Aylesbury.[1]

Mr. Viney dictated into the phonograph an article for the magazine, which was set up by the compositor with tubes

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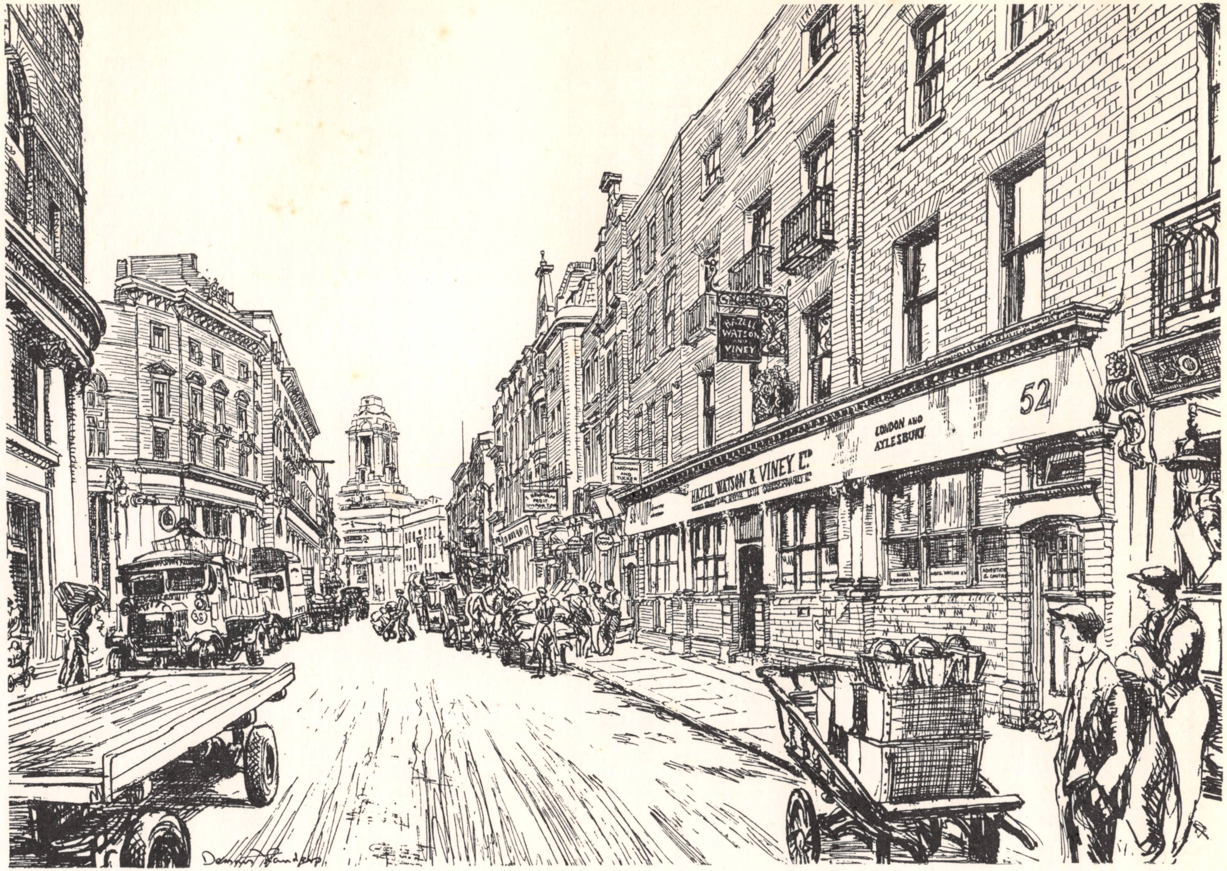
[1] When it became available, private lines were installed to link Aylesbury with the London Branches. In 1913, these private lines gave trouble, and complaint was made to the Post Office about frequent interruptions. The letter in reply from an official of the Controller of the London Telephone Service stated that while every reasonable endeavour was made to reduce faults to a minimum, " *unbroken interruption* " could not be guaranteed. (Italics are the author's.) This letter was reproduced in *Punch* with the editorial comment that no doubt every effort would be made to implement this guarantee.


HAZELL WATSON AND VINEY
LONDON AND AYLESBURY
52
30
HAZELL, WATSON & VINEY Ltd
Dennis Flanders

HAZELL'S HEAD OFFICE IN LONG ACRE

The entrance to the Works in Floral Street at the rear is exactly opposite the Royal Opera House stage door, and the premises extend eastward to a long frontage in Hanover Court.

in his ears, direct from the record. In this article Mr. Viney says of the phonograph:

> “ The whole thing is so delicately adjusted and so remarkable in its reproduction of every sound that you put into it, that I am sure our grandfathers, if they could have witnessed it, would have called it a miracle, and if our great-grandfathers had done it, they would have been burnt for wizards. . . . You hear your own voice for the first time when you listen to it in this machine: what you hear when you speak is not the voice that your hearers hear, but something quite different, owing to the sound being in your head at the time. A remarkable illustration of this is that when Mr. Hazell first heard his own voice reproduced, he did not recognise it as his own, but thought it sounded very much like his son’s voice.”

HAZELL’s first experiments with mechanical transport were made in September 1901. The vehicle used was a hired steam motor wagon which was supposed to carry three tons of goods, and draw a further two tons in a trailer. Mr. Ralph Hazell superintended the experiments, and himself travelled on the wagon on its first journey from Aylesbury to London. The journey is best described in the words of his report to the Board written at the time:

> “ We had about 2½ tons of books and we did not take the trailer with us. We left Aylesbury at 7.19 p.m. on Friday, September 20th, and reached Long Acre at 10.40 a.m. on Saturday, the ‘ run ’ taking 15½ hours. During the whole night we had no proper stops for rest or meals, as we tried to get on as fast as possible, and ate our food when water was being taken in. The driver and the stoker worked well, and did everything to coax the motor along the road, except actually pushing it. But evidently it is not up to such long runs with heavy loads. . . . We started away each time after stoking up with about 150 lb. of steam, and generally before we had gone about a mile, pressure dropped to about 75 lb. and we were obliged to stop and get up steam again, which was very troublesome. Besides this, the feed pump would not feed water into the boiler fast enough, so that when we stopped, we had to turn on the injector, which caused a still further drop in steam pressure. We also had considerable trouble at one place through taking bad water from a stagnant pond. It is very inconvenient to have to water up so frequently. . . . As the journey was done at night the driver had to slow down every time he passed a cart on a country road for fear of frightening the horse. . . .”

Mr. Hazell's detailed report shows that it cost about 6*d.* a mile for coal to maintain an average speed, including stops, of two-and-three-quarter miles an hour. Needless to say, HAZELL's did not adopt steam motor wagons at that time, but a year or two later they tried petrol-driven lorries, which proved more successful, though incredibly slow and unreliable judged by our present-day standards. HAZELL's first established a regular motor lorry service in 1919, and to-day the major part of the Company's great output is carried by their fleet of lorries, supplemented where necessary by rail transport. It is perhaps worth recording here that the advent of the fast motor lorry and the greatly extended use of the telephone have been most important factors in the rapid development of the Company's Works at Aylesbury.

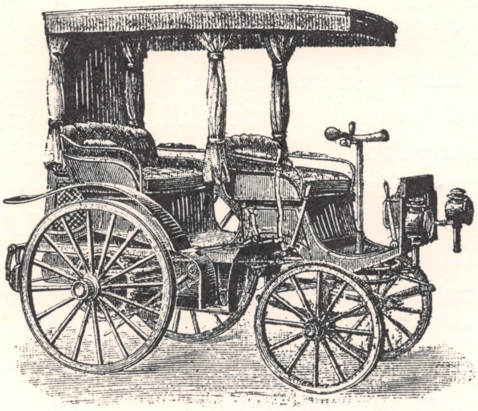
* * * * *

In 1901 the Firm's Head Office, which since 1889 had been situated in Creed Lane, Ludgate Hill, was moved to its present quarters at 52 Long Acre. John Ruskin, as we have seen, paid a number of visits to Aylesbury, but there is no record of his having been to either of Hazell's London Houses. If Ruskin ever did call on Walter Hazell when he happened to be in Long Acre, Street of the Coachbuilders, his memory must have instinctively gone back to the days of his early youth. Late in life he recalled the delights of going to Long Acre with his parents to choose a carriage for his first Continental tour from the hireable reserves at Mr. Hopkinson's.

> " . . . The poor modern slaves and simpletons," he wrote, " who let themselves be dragged like cattle, or felled timber, through the countries they are visiting, can have no conception whatever of the complex joys, and ingenious hopes, connected with the choice and arrangement of the travelling carriage in old times. The mechanical questions first, of strength—easy rolling,—steady and safe poise of persons and luggage; the general stateliness of the effect to be obtained for the abashing of plebeian beholders; the cunning design and distribution of store-cellars under the seats, secret drawers under front windows, invisible pockets under padded linings safe from dust, and accessible only by insidious slits, or necromantic valves like

Aladdin's trap-door, the fitting of cushions where they would not slip, the rounding of corners for more delicate repose; . . . and the adaptation of all these concentrated luxuries to the probabilities of who would sit where, in the little apartment which was to be virtually one's home for five or six months ;—all this was an imaginary journey in itself. . . ."—Quoted from a copy of *Præterita,* with Ruskin's MS. revisions, in HAZELL's possession.

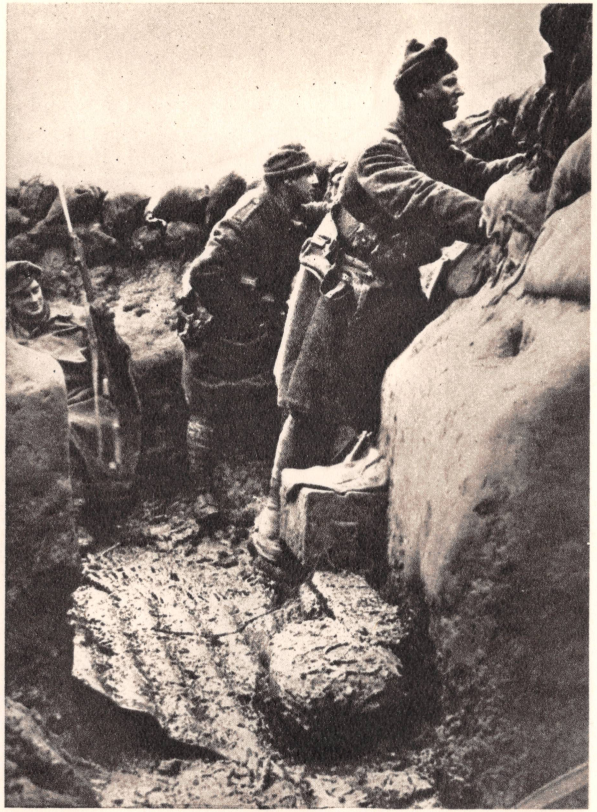
In passing, it may be noted that HAZELL's Long Acre property includes part of Hanover Court where Taylor the Water Poet at one time lived. He took no delight in coaches. His terrific attack on the new-fangled vehicles contained an eloquent plea for a " square deal " for his fellow-watermen on the Thames.



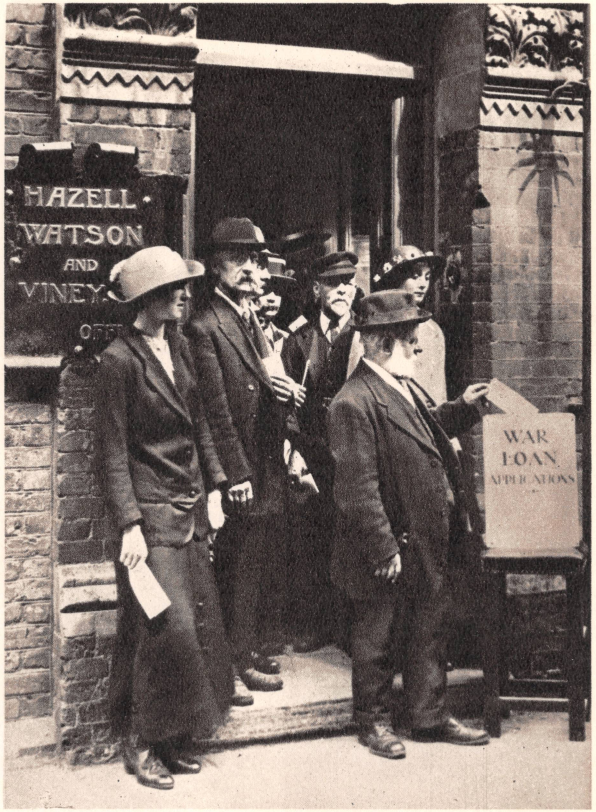
"'MY LORD' HORSELESS CARRIAGE, PRICE £250."

This is one of a large number of illustrations of motor-car models in the prospectus of The Great Horseless Carriage Company, Ltd., issued in 1896 through Jordan's, the famous company registration agents, now closely linked with HAZELL's. The directors included members of motor manufacturing firms which are household words today. Note the awning with folded curtains recalling an old four-poster; the one-candle-power headlamps; handle- not wheel-steering, and the absence of a wind-screen.

HAZELL'S IN THE GREAT WAR



IN THE TRENCHES, 1914



THE HOME FRONT

Four hundred and eighty-one of Hazell's staff served with H.M. Forces during the War, and on the left is one of the many photographs they sent to the Firm. The central figure in the trench picture is Private (afterwards Major) H. B. Viney. In the foreground is Mr. Harold Moore, now auditor to Hazell's. Meanwhile, employees at home were encouraged to subscribe to War Loan, Hazell's arranging for payment by instalments. On the right, the War Loan application box outside 6 Kirby Street is seen.

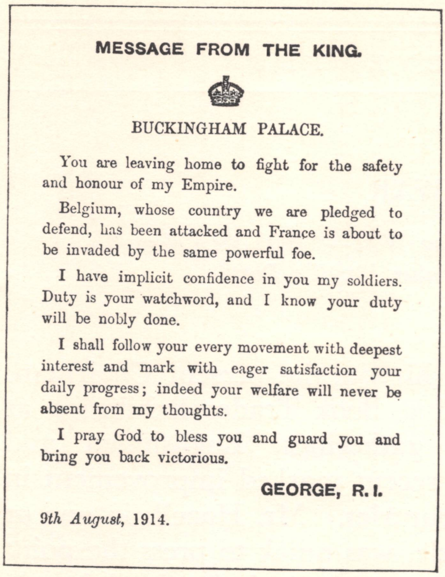
CHAPTER SEVENTEEN

THE WAR

Grim Reminders—Over to Munition Work—" With the Colours"
Vivid War Letters—Walter Hazell's Death

IN July 1914, accompanied by his son, the present Chairman, Mr. Hazell visited the imposing Book Trades Exhibition at Leipzig. At several mixed gatherings, Englishmen and Germans spoke hopefully of the recent marked improvement in the relations between the two countries. Mr. Hazell, in one or two short speeches which he made, was quick to press the point home. It was not until he and his son landed in England, barely a fortnight before the outbreak of war, that they learned how desperate was the state of Europe. In his Memoir of Walter Hazell his son writes:

> " My father probably felt the outbreak of war more keenly than most men of his years. All his life he had worked strenuously to promote international arbitration as a substitute for war, and for many years he acted as Treasurer and latterly as Chairman of the Peace Society. He loved justice and fair-play and hated violence and bloodshed with all his heart and mind and soul. . . . When war came, for a day or two he hesitated gravely as to whether England ought to intervene; but when Germany violated her sacred treaty obligations and invaded defenceless Belgium he hesitated no longer. Having made up his mind, he was ready to do anything and everything he could to support his country in the struggle. ' What more can each one of us do ? ' was a question constantly on his lips. But he felt it all terribly. . . . His first thought was naturally about his own work-people; those who were serving in Territorial camps and the many young men who enlisted in Kitchener's Army were each notified as to the allowance allotted to them by the Firm for the duration of the war—a phrase of which few at the time realised the terrible significance. As each successive extension of



MESSAGE FROM THE KING.

BUCKINGHAM PALACE.

You are leaving home to fight for the safety and honour of my Empire.

Belgium, whose country we are pledged to defend, has been attacked and France is about to be invaded by the same powerful foe.

I have implicit confidence in you my soldiers. Duty is your watchword, and I know your duty will be nobly done.

I shall follow your every movement with deepest interest and mark with eager satisfaction your daily progress; indeed your welfare will never be absent from my thoughts.

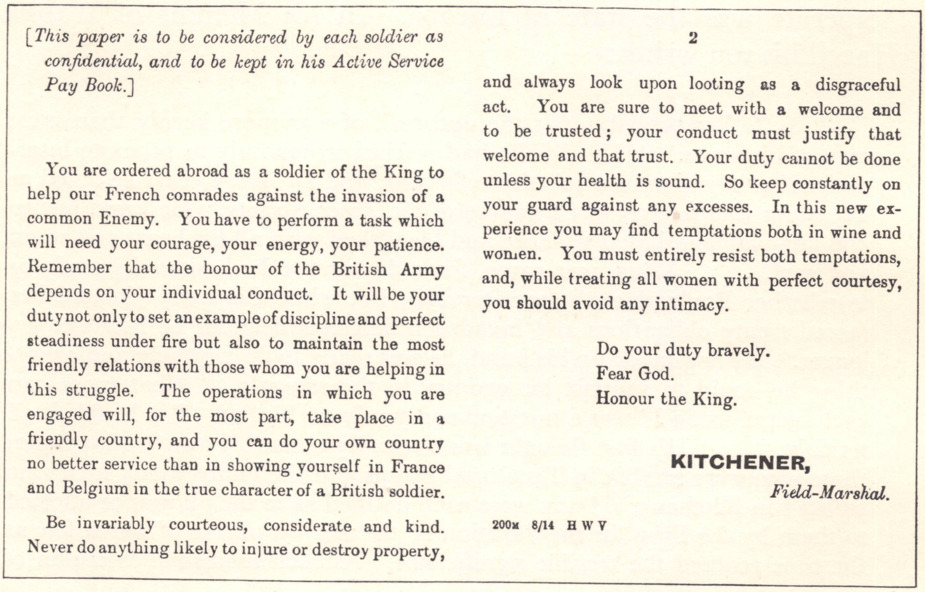
I pray God to bless you and guard you and bring you back victorious.

GEORGE, R.I.

9th August, 1914.

REMINDERS OF 1914

The historic Messages to the "Old Contemptibles" from His Majesty King George V and Earl Kitchener, War Minister in 1914. Both were printed by Hazell's. The imprint at the foot of Kitchener's Message shows that 200,000 were ordered August, 1914.



[*This paper is to be considered by each soldier as confidential, and to be kept in his Active Service Pay Book.*]

You are ordered abroad as a soldier of the King to help our French comrades against the invasion of a common Enemy. You have to perform a task which will need your courage, your energy, your patience. Remember that the honour of the British Army depends on your individual conduct. It will be your duty not only to set an example of discipline and perfect steadiness under fire but also to maintain the most friendly relations with those whom you are helping in this struggle. The operations in which you are engaged will, for the most part, take place in a friendly country, and you can do your own country no better service than in showing yourself in France and Belgium in the true character of a British soldier.

Be invariably courteous, considerate and kind. Never do anything likely to injure or destroy property,

2

and always look upon looting as a disgraceful act. You are sure to meet with a welcome and to be trusted; your conduct must justify that welcome and that trust. Your duty cannot be done unless your health is sound. So keep constantly on your guard against any excesses. In this new experience you may find temptations both in wine and women. You must entirely resist both temptations, and, while treating all women with perfect courtesy, you should avoid any intimacy.

Do your duty bravely.
Fear God.
Honour the King.

KITCHENER,
Field-Marshal.

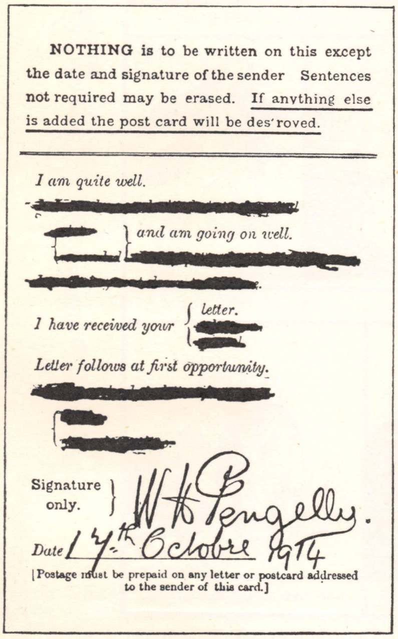
200M 8/14 H W V

recruiting took place, he encouraged his employees to respond to the call, which they did magnificently, though he would allow no unfair influence to be brought to bear upon them. Out of nearly five hundred men who enlisted, less than half a dozen were forced to join under the Military Service Acts. Throughout the war he was constantly thinking of the lads who were serving, and in various ways everything possible was done to keep in touch with them."

Hazell's quickly adapted themselves to war-time conditions, and during the fateful week-end before August 4th hastily recalled men on holiday for urgent War Office printing work.

There is no need to describe in detail the Firm's grim printing output during the next four years; most of us remember it all too well—the King's Message and Kitchener's Message to each member of the Forces, proclamations calling men to the colours, ration cards, and the countless forms that assisted in the regimentation of a whole nation to pursue a common aim.

It was not the printing presses only that were kept busy on all kinds of official work; Hazell's adapted part of their Kirby Street premises to make munitions. First they undertook the nickel-plating of shell fuses; then, at the time of the acute shortage of high-explosive shells in 1915, the rough turning and boring of eighteen-pounder shell billets. This order was followed by one for needle pellets, bodies, and other parts of rifle grenades. Finally, when the demand for unlimited numbers of tanks arose, the Firm undertook



NOTHING is to be written on this except the date and signature of the sender Sentences not required may be erased. If anvthing else is added the post card will be des'roved.

I am quite well.

[redacted]

and am going on well.

[redacted]

I have received your letter. [redacted]

Letter follows at first opportunity.

[redacted]

Signature only. W H Pengelly.

Date 17th Octobre 1914

[Postage must be prepaid on any letter or postcard addressed to the sender of this card.]

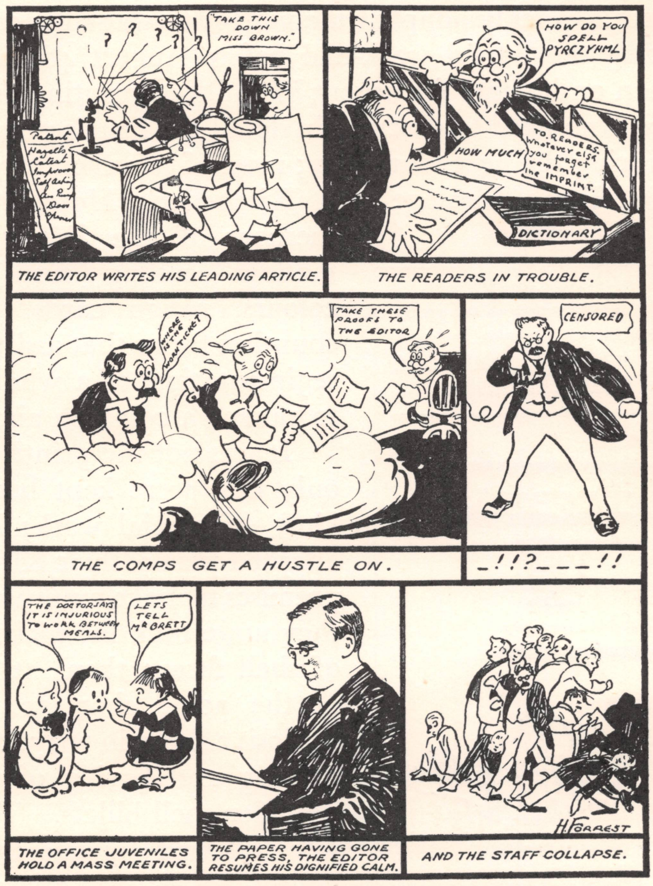
A souvenir of the Great War reproduced from *With the Colours*, Hazell's Wartime House Organ. Note the French spelling ' Octobre.' "

With the Colours

A RECORD OF SERVICE FOR KING AND COUNTRY, AT HOME
AND ABROAD, BY EMPLOYEES OF HAZELL, WATSON & VINEY, LD.

Edited by RALPH C HAZELL

No 10 CHRISTMAS, 1917 Minimum Price ONE PENNY Or as much more as you like

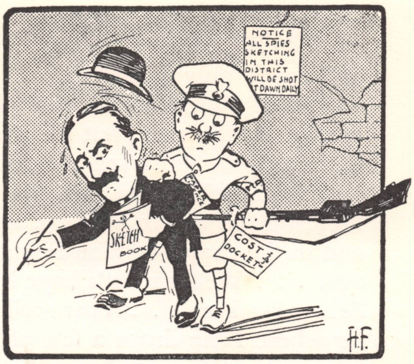

"TAKE THIS DOWN MISS BROWN."
Patent Hazell's Latest Improved Self Acting Door Opener
THE EDITOR WRITES HIS LEADING ARTICLE.
HOW DO YOU SPELL PYRCZYHML
HOW MUCH
TO. READERS. Whatever else you forget remember the IMPRINT.
DICTIONARY
THE READERS IN TROUBLE.
WHERE IS THE WORK TICKET
TAKE THESE PROOFS TO THE EDITOR
THE COMPS GET A HUSTLE ON.
CENSORED
_!!?___!!
THE DOCTOR SAYS IT IS INJURIOUS TO WORK BETWEEN MEALS.
LETS TELL MR BRETT
THE OFFICE JUVENILES HOLD A MASS MEETING.
THE PAPER HAVING GONE TO PRESS, THE EDITOR RESUMES HIS DIGNIFIED CALM.
H FORREST
AND THE STAFF COLLAPSE.

HOW THE CHRISTMAS "WITH THE COLOURS" WENT TO PRESS
(According to H. FORREST)

A Narrative Cartoon in which Mr. Ralph Hazell, the present Chairman, figures as Editor of *With the Colours*, the Firm's Wartime House Organ.

a contract for machining the steel forgings which, when assembled, made caterpillar chains. The munition work carried out by HAZELL's in the three years 1915–18 was sufficient to keep the engineers' shop and the electro-depositing department busy day and night.

A few weeks after the War began a House Organ called *With the Colours* was started. It was edited by Mr. Ralph Hazell. The greater part of its contents gave news of members of the staff serving King and Country at home and abroad. It contains a collection of war letters written by hundreds of hands, and, together, these give a composite picture of " the Happy Warrior" in all stages of his career, from enlistment to the terrible hardships and horrors of trench warfare and, in too many cases, death in action. This collection, necessarily assembled haphazard, shows far better than the most carefully compiled books the real spirit that animated those who saved for us the freedom we still enjoy. The cheery note predominates. With so many to choose from, and with so little space to quote, one can give only a few snatches, taken from letters at random. But what memories these snatches recall!



SENSATIONAL INCIDENT

POSSIBLE SPY CAPTURED

Arrest of a Director of Hazell, Watson & Viney, Ld.

Such might have been the headlines of a par. in the newspapers in September, for one of our Directors was recently arrested by a military policeman when sketching a Norman castle some 800 years old !

An item from *With the Colours*, HAZELL's Wartime House Organ. Howard Hazell was the Director in question.—(Christmas 1917.)

". . . the music of whizz-bangs, rifle grenades, and various others of Fritz's toys. . . . We had a bath last Monday, fine hot shower baths, and an attendant with a big lather brush to wash our backs. This was really very enjoyable. . . . The French money is rather awkward at first; we don't mind, as they give twopence in the shilling. . . . It is quite evident that outdoor life agrees with me. . . . I have had a narrow squeak, but have apparently only a Blighty. . . . when I was hit my Company was engaged on one of those difficult jobs given ' as an honour,' and considered as an honour by the men, but the sort of job that nobody ever longed for. . . . Our camp is windward of horse lines and incinerator. . . . I was lucky to get hit in the leg, as I was only about six yards off the German when he fired, but he was in a hurry, and so was I . . . he was absolutely fearless, and in the chaps' opinion he should have been wearing a bit of ribbon long ago. . . . Well, sir, let's hope it will not last much longer . . . poor young Albert Walker! . . . There will be plenty of fishing out here after the War, for where Fritz drops a few of his specials a decent pond remains. . . . I have not yet managed to get anywhere up the line, and I suppose I shall have to wait my turn . . . just a few lines, trusting the Zepps have left you and Kirby Street as well as ever. . . . We have a variety of food—some days we get bully beef and biscuits, and the next biscuits and bully beef. . . . One has to get used to trying experiments: cigarettes being short, we tried tea-leaves. . . . His first thought was for a decent box to keep the football in, and some good grease for the case. . . ."

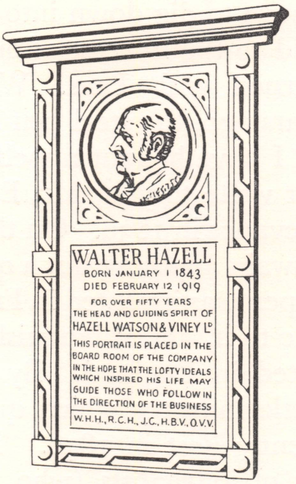
* * * * *

During the whole War period, although his family were extremely concerned about his health, Walter Hazell never spared himself. Few men realised earlier than he did the necessity for economy in every direction, so that the nation's resources in men, material, and money might all be concentrated on winning the War. In a quiet way his influence in this matter was considerable, and he was successful in encouraging his employees to invest large sums in War Loans, making it easy for them to subscribe by arranging purchase through the Firm by instalments.

In the autumn of 1918, when the end of the War seemed almost within sight, one of his partners suggested to him that a special Directors' meeting should be called to discuss post-War reconstruction plans as they affected the business. He took up the idea at once. A meeting was held on Tuesday, October 15th, 1918. Towards the end of the proceedings he handed to each of his partners a memorandum which he had dictated, embodying their suggestions in one document. " It is too late today," he said, “ to discuss so many important questions; let us meet specially next week to consider the matter.” He stopped for a minute, and then added, “ I don’t feel well; I must lie down.” He was taken home at once. He never again returned to the Works he loved so well.

He lived to see the end of the War, and he witnessed some of the Armistice scenes in London while he was being driven to a nursing-home. During his illness he still planned and thought for others. Only a few days before his death he dictated a long letter full of original suggestions for improved hospital management, and to the very last he tried to do whatever he could “ to leave the world a little better than he found it.” He died on February 12th, 1919.

“ He was a worker to the last,” wrote one of his old employees, “ a man we as workers could look up to; for he looked not only at the business side, but also at the human side of things.”


WALTER HAZELL
BORN JANUARY 1 1843
DIED FEBRUARY 12 1919
FOR OVER FIFTY YEARS
THE HEAD AND GUIDING SPIRIT OF
HAZELL WATSON & VINEY L^D
THIS PORTRAIT IS PLACED IN THE
BOARD ROOM OF THE COMPANY
IN THE HOPE THAT THE LOFTY IDEALS
WHICH INSPIRED HIS LIFE MAY
GUIDE THOSE WHO FOLLOW IN
THE DIRECTION OF THE BUSINESS
W.H.H., R.C.H., J.C., H.B.V., O.V.V.

Memorial Tablet to Walter Hazell in the Company’s Board Room.

CHAPTER EIGHTEEN

HISTORIC ENTERPRISES

Pens Then and Now—Quills for a Queen—Best-liked Nibs
The Father of Diaries—Punctuality and Exactness
The Bank's Ancient Privilege

FONTENELLE once pointed out that words often crystallise ideas of which we have no true perception. The case of HAZELL's shows that this can be also applied to a name, because few people outside the Company realise its many-sidedness, or perhaps we should say the many piers that constitute its foundations. Before dealing with the Firm in the post-War period, let us bring some of these piers to light; in doing so we shall more than once have to dig down into the past, but that, it is to be hoped, will add to the interest of our task.

First we are concerned with Pens. When HAZELL's were founded a hundred years ago, the steel pen had already begun to supersede the quill. "I have bought myself a card of steel pens, and I feel that I must write to you, Mr. Editor," says the Constant Reader with a grievance in 1839. On the other hand, for the poet and the love-sick swain anything but a quill was unthinkable.

The modern metal pen was invented in France about 1750, but the people did not take to it, and it languished for years until its manufacture was started in England. By 1839 the making of steel nibs formed a little industry which quickly grew after the introduction of the Penny Post in 1840. The public for metal pens consisted largely of journalists (who, nevertheless, usually led their readers to suppose that their impassioned writings were the fruit of the quill), and ordinary people suddenly called on to write letters in undreamed-of numbers. In lawyers' offices, banks, and similar conservative institutions with time to spare, quills continued to be the rule for many years. Higher Civil Servants in the Circumlocution Office era would have nothing but fine-quality quills, costing 12*s.* a hundred, and as they never troubled to re-nib them they took a new pen morning and afternoon. In 1869 penknives (i.e. knives for nibbing quill pens) ceased to be issued in Government Departments, and from then onwards the quill steadily declined.

The writer of this history sought out one of the last makers of quill pens left, Mr. R. Doran,[1] of Murray Grove, Shoreditch. Mr. Doran has virtually retired, but still gets occasional work. He was asked if he thought the quill used by our forefathers for countless generations had influenced our present-day taste

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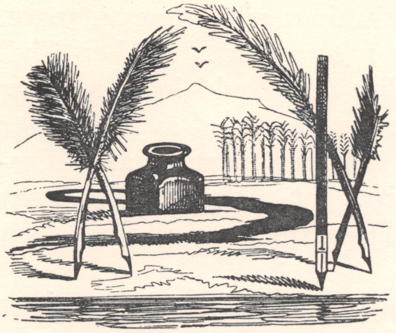
[1] Mr. Doran gave the author much interesting information about the almost extinct craft of quill-pen making. HAZELL's have allowed this to be recorded here before it vanishes from living memory. Swan, goose, turkey, duck, and crow quills are used. Goose quills were formerly most in demand. They came from St. Petersburg and Riga, graded by the exporters. Grading is called lothing, pronounced *loting* (German *Loth*, half-ounce). A loth is a measure of weight of a bundle containing a given number of quills. A quill in a bundle weighing 24 loths is called a 24-loth pen. Quills of five to eight loths are used for toothpicks and as holders for artists' brushes. Quills from nine loths upwards are suitable for pens; goose quills go up to eighteen loths, but swans, which start at twelve loths, go up to twenty-six.

Queen Victoria used a swan quill pen of twenty-five loths, and Mr. Doran had frequently to make pens ordered to be " the same as the Queen's." Swan-quill pens were usually left " full feather." Those from other birds had the feather stripped from the broad side, the narrow side being left untouched. Full-feather pens were used by Irving in his stage productions, and are still chosen for films and plays because they are more showy. King Edward VII used a Hudson Bay pen, that is, one from the wings of a North American wild goose, which is nearly as black as a crow.

The first process in making a pen requires a dutching tool, a large iron implement which one would expect to see in a forge. The quill is placed on a heated steel plate, and the dutching tool, also heated, is worked up and down it to clarify it. The quill, after being again heated, hardens when cool. Dirt is removed by rubbing with a piece of fish skin, and the quill is then ready for cutting with a special knife.

Were it not for Lloyd's, who occasionally order a thousand pens at a time from Mr. Doran's employer, and a small demand among artists who use quills for texting, this old craftsman, who belongs to the days when quill-pen making required a seven years' apprenticeship, would have almost entirely ceased his activities.



“ Pennsylvania ”
A drawing by Tom Hood, the poet, illustrating an ode hailing the advent of the steel pen.

in nibs. “That seems quite possible,” he said, “and it may account for the popularity of the Relief nib, which seems to me the nearest approach in metal to a quill pen that you could get. A quill is cut to suit your hand, but the Relief, because of its soft metal, must adapt itself to quite an extent.”

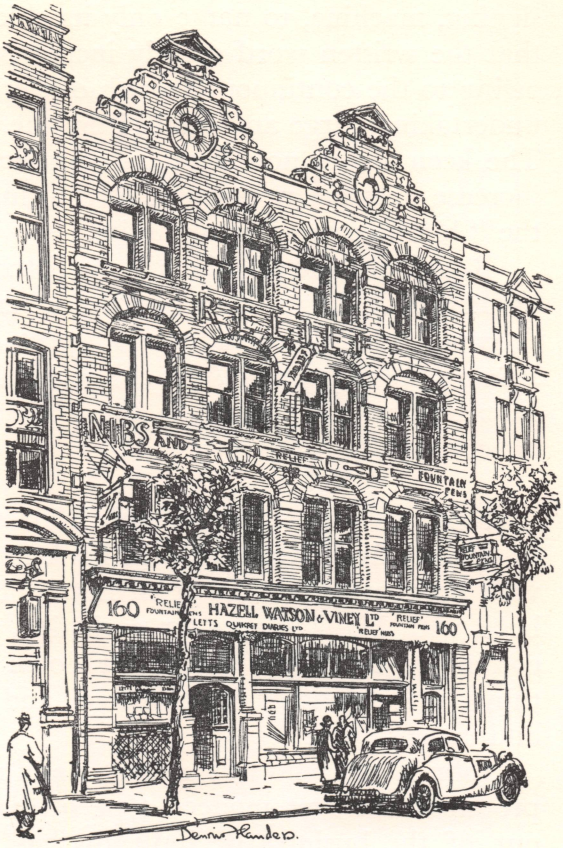
The Esterbrook Pen Company, the inventors of the Relief, one of the oldest American pen-nib makers, was founded in 1858. About the year 1880, while experimenting with brass pens, they developed a soft yellow metal which would give not only elasticity, but smoothness in the action of writing. The Relief nib was the result of these experiments. Great care has ever since been taken to keep the quality of the metal to an exact standard.

The Relief pen was introduced into this country in 1886, and was found at once especially suited to the English style of writing, which at that time was beginning to change from the fine copperplate to the more upright form which has later become so prevalent. The soft yellow-metal Relief nib adjusts itself to the individuality of the writer in a way not possible with the ordinary steel nib, and it is this feature which has brought it constantly increasing popularity.

The metal of which the Relief is made has a strong resistance to corrosion, and this is well illustrated by the story of the introduction of the nib to the East:

> “A shipment of pens was made to India and the vessel was sunk in Calcutta Harbour. The nibs were salvaged (the boxes being, of course, worthless) and were then sold in very small quantities through the Bazaars, with the result that the popularity of the pen was at once established. The

pens having been salvaged from the ocean without damage to their quality made a talking point for their introduction, and they at once appealed to the pen users of India."


NIBS AND
RELIEF
FOUNTAIN PENS
160
'RELIEF' FOUNTAIN PENS
HAZELL WATSON & VINEY LTD
LETTS QUIKREF DIARIES LTD
'RELIEF' FOUNTAIN PENS
'RELIEF' NIBS
160
Dennis Flanders.

Hazell's Stationery Branch in Shaftesbury Avenue.

In the year 1896 Hazell's took over the Agency for the English market, and the sales steadily grew, in spite of many imitations, until the Relief was the nib with the largest sale in this country, a distinction which it still retains. Colonies were gradually added to the Agency, and in 1923 India was included. Here again sales have been very successful, notwithstanding severe competition, because the pen is particularly adapted to the writing of Eastern languages.

Relief nibs are now made in England and with other Esterbrook nibs are exported by Hazell's over a considerable area in the Near and Far East, to parts of Africa, to Australasia, and elsewhere.

Many people have been puzzled by the fact that an enormous demand for pen nibs still continues. How is it that the sale of the Relief nib does not dwindle in the face of the competition of the typewriter, the fountain-pen, the telephone, the telegram, the loose-leaf typed ledger, the cheque-drawing, even chequesigning, machine, to name only its chief rivals? The answer is that the written word greatly increases in volume year by year owing to the continuous growth of clerical staffs in nearly every undertaking, large and small, from the Civil Service downwards. The keen watch now kept on costs, and the universal drive to increase sales are responsible for no small part of the growth in the " black-coated " community.

Relief nibs and all others in the Esterbrook range are marketed by HAZELL's large wholesale Stationery Branch in Shaftesbury Avenue, which covers every aspect of the stationery trade. Among the important Agencies which HAZELL's hold is that for Eberhard pencils, made in the United States and famous for generations.

* * * * *

Next we are concerned with Diaries. The Father of Diaries, as distinct from Almanacks in book form with their pages filled with prognostications, is John Letts. He was the first to issue a book with blank spaces for each day, in which busy people in commerce or society might set down their engagements, note things to be done or remembered, and keep accounts of income and expenditure.

John Letts, who was a printer and map-seller at 95, Cornhill, produced the first modern type of diary in 1816, and directly out of the business he built up has grown the Letts Quikref Diary Branch of HAZELL's.[1]

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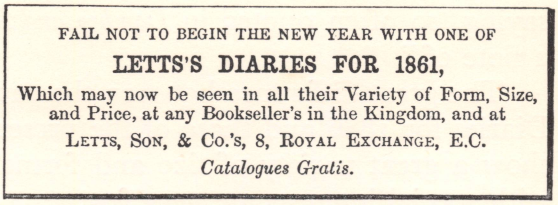
[1] To remove any risk of confusion in a matter of such historical interest as the origin of an everyday necessity like the diary, it should be explained that in 1886 John Letts's original business, then known as Letts, Son & Co., Ltd., was acquired jointly by Cassell's and Hazell's. Members of the founder's family had already, in 1882, started a new business, that of Charles Letts & Company, who are still important diary publishers to-day. In 1927 Hazell's acquired Cassell's shares in Letts Diaries Co., Ltd., and thus became sole owners of the business. Soon afterwards the name of the subsidiary Company was altered to Letts Quikref Diaries, Ltd., " Quikref " having been used as the trade description of Letts's Original Diaries since their centenary year, 1916. Some of the diaries remain in all essentials just as John Letts originally planned them, the demand having continued from generation to generation.



FAIL NOT TO BEGIN THE NEW YEAR WITH ONE OF

LETTS'S DIARIES FOR 1861,

Which may now be seen in all their Variety of Form, Size, and Price, at any Bookseller's in the Kingdom, and at

LETTS, SON, & CO.'S, 8, ROYAL EXCHANGE, E.C.

Catalogues Gratis.

An exhortatory Press advertisement of Letts's Diaries nearly eighty years ago. HAZELL's are the successors in the true line of commercial descent to the business founded in 1816 by John Letts, the Father of Diaries.

Among the large number of famous users of the original Letts Diaries were Queen Victoria, Queen Alexandra, and Thackeray. Queen Victoria used a Letts No. 8, still included in the Quikref range, with one day to a page. Queen Alexandra used to order a number of Letts diaries to be bound in silk, with hand-painted designs supplied by Her Majesty.

Thackeray, in 1862, wrote affectionately in one of his *Roundabout Papers* about his No. 12 Letts (still published in 1939), " where you may set down your incomings and expenses." He adds: " I hope yours, my respected reader, are large; that there are many fine round sums of figures on each side of the page; liberal on the expenditure side, greater still on the receipts."

The earliest Letts Diary that HAZELL's possess is a No. 36, for the year 1867, interleaved with blotting-paper. It is a used copy, its owner having been a manservant named Edward Mott. He records his expenditure at frequent intervals: Haircutting 2*d*., necktie 1*s*. 6*d*., Albert guard and brooch 1*s*. 4*d*., braces 1*s*. 6*d*., and so on. His capital at the beginning of 1867 was 5*s*. 3½*d*., but at the end of the year it had grown to £7. His hobbies, as references in the diary show, were studying shorthand and making cork models.

The complete list of Letts Diaries for 1886, the year in which HAZELL's acquired a joint interest with Cassell's in the business, shows a large number of sizes and bindings, the prices ranging from £2 to 6*d*. Included in the catalogue is *Captain Cuttle's Index Book* " for registering interesting subjects." The title was neatly chosen, clearly recalling Captain Cuttle's favourite saying, so often quoted in *Dombey and Son*, " When found, make a note of."

The great difference between the catalogues of Letts Original Diaries for 1886 and those of the present day is that the former show a great variety of size and format, but diaries for people with special interests are very few.

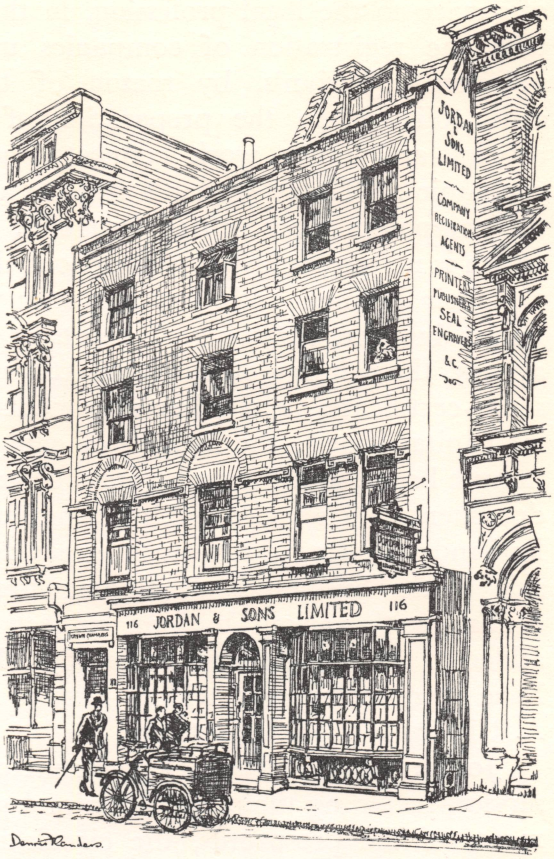
Today in Letts Quikref catalogue members of all professions are catered for, as well as many with particular tastes or hobbies. There is the Airman's Diary; the B.B.C. Diary, authorised by the B.B.C. themselves; the Astrological Diary; the Golfers' Diary. Then there are diaries for Housekeepers, Health Culturists, Musicians, Motorists, Nurses, Printers, Tailwaggers, to name some of the principal ones.

This is often called the " Age of the Specialist," and the modern diary catalogue shows the truth of the saying. Indeed, the manufacture of Letts Quikref Diaries is always raising interesting problems, owing to changes in the public's tastes and interests. These have to be solved by the Firm's diary experts, and a special staff is employed constantly at HAZELL's Works solely on producing diaries for sale to the public or for presentation by commercial firms to their customers.

HAZELL's Diary output grows unceasingly, but it is impossible to say whether this shows that more people are keeping the Pepysian type of journal (much abbreviated, of course!) or whether increasing demand is due to the growth of habits of exactness in keeping personal accounts, and a spread of the habit of " making dates "!

* * * * *

There are few people today who are unconnected in some way or other with a limited company. Until Victorian times Limited Liability was a jealously-guarded privilege, exclusive to venerable institutions like the Bank of England, whose liability has been limited ever since its foundation in 1694. This exclusiveness was finally swept away by the Companies Act of 1862.


JORDAN & SONS LIMITED
116
116
JORDAN & SONS LIMITED
COMPANY REGISTRATION AGENTS
PRINTERS PUBLISHERS
SEAL ENGRAVERS
&C.

JORDAN's, Chancery Lane.

In the following year HAZELL's famous ally, Jordan's, were established as Company Registration Agents. When Richard Jordan founded the firm in 1863, he chose premises at 123 Chancery Lane, said to be the identical house and shop in which Izaak Walton had resided and conducted a millinery business two centuries previously. Richard Jordan was succeeded by his brother, William Jordan, and subsequently by the latter's son, Mr. Herbert W. Jordan, who is still a Director. The Firm was incorporated as a private limited Company in 1895, and in 1919 Mr. Stanley Borrie and Mr. J. Gordon Hassell became Directors. As the business of Jordan's grew and demanded larger quarters, so were the offices moved—first to 120, and later to the present address at 116 Chancery Lane. In 1935 an important extension at the rear of the Company's offices was added to the main building to provide for the expansion of the business. There is also a City Branch at 13 Broad Street Place.

Jordan & Sons, Limited, were pioneers in quite a new form of service to the legal profession, in that they began to undertake the registration of companies upon the instructions of solicitors. Jordan's, by reason of their expert knowledge, assist solicitors in the preparation of the memorandum and articles and other work connected with the registration of companies. Today Jordan's register a large percentage of all the companies incorporated annually. Their range of services, which is unique, is known throughout this country and abroad.

Their business embraces not only the registration of companies but the obtaining of grants of probate, and other law agency, the printing of memorandum and articles of association, share certificates, and other documents (including prospectuses for capital issues), the making of company seals, registers, and minute books, and the registration of annual returns and similar documents. They also publish a number of books on company law and practice, which are in great demand. The publishing side of the business is developing steadily, and new volumes dealing with various business subjects are from time to time added to the already lengthy list of Jordan's publications. They have recently become widely known as pioneer publishers of A.R.P. instructional charts and books.

Jordan's Public Issue Department provides a comprehensive service, including the preparation and placing of Press advertisements of the prospectus, the circulation of the prospectus to potential investors, and financial advertising of every kind.

In addition to Jordan's registration and law agency services, they are trade-mark registration agents, and their clientele includes many important manufacturers and traders. At both the Chancery Lane and Broad Street Place addresses Jordan's have retail stationers' shops, and supply all stationery sundries as well as the usual legal forms.

When in 1930 Jordan's became closely associated with HAZELL's, the Chairman, Mr. Ralph C. Hazell, and Mr. C. J. Mills, joined the Board of Jordan & Sons, Limited. Since the two firms became linked, the business of Jordan's has expanded still further.

* * * * *

Another activity of HAZELL's arises out of their close connection with Mr. E. E. Miller, who conducted a separate business of his own as a Parliamentary Printer for some years prior to 1883. In that year he found it more satisfactory to associate himself with Ford & Tilt and John Smith & Co., of 52 Long Acre. In this firm Mr. George Watson was then a partner, about to effect the merger with HAZELL's which took place in 1884. Ever since then the friendly association between Mr. Miller and HAZELL's has continued, and all his printing has been done by the Company.

The work consists chiefly of the printing of Private Bills and Minutes of Evidence, given before Select Committees of the House of Commons. In those cases where the projects covered by a Private Bill are opposed, petitions against the Bill have to be printed. The Inquiry by the Committee often takes a considerable time, and the evidence, which is printed day by day in full, is frequently very voluminous.

Among the important Private Bills which were hotly contested in the past may be mentioned the Manchester Ship Canal Bill, the Manchester Waterworks Bill, and the Bill relating to the Mersey Docks scheme. In the case of the Metropolitan Water Board Bill, a very large number of petitions against the scheme were composed and printed, under conditions of great pressure, during an Easter week-end.

The work of composition of minutes of evidence begins towards evening, and the production involves all-night working by specially organised night staffs. In pre-War times, when the composition was done entirely by hand, this involved calling in a very large staff of hand compositors, who were recruited from among a floating population of men who specialised in this type of work. Today the production of this work is greatly facilitated by mechanical composition.

CHAPTER NINETEEN

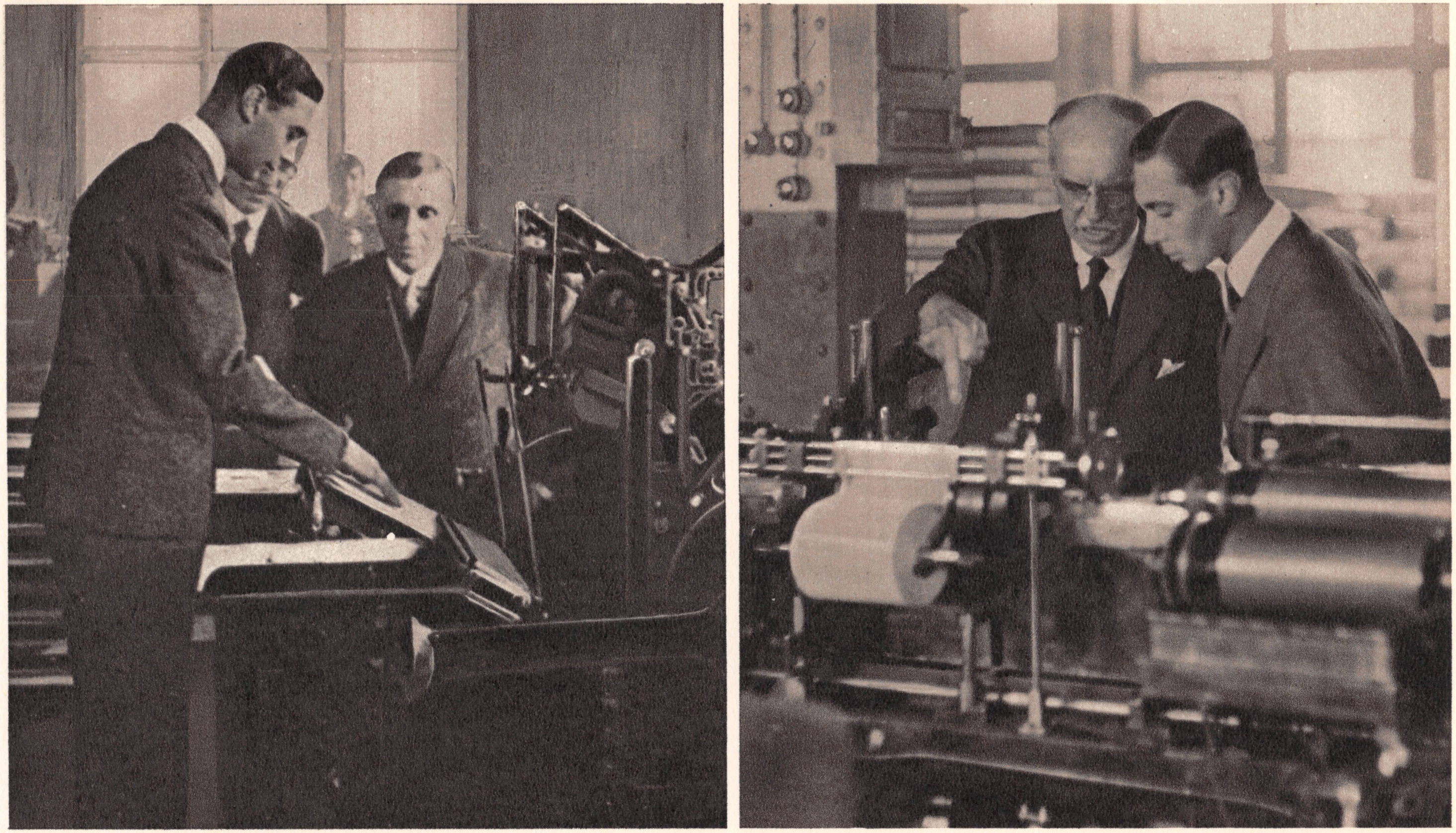
AFTER THE WAR

The New Chairman—Critical Decision—A Royal Visit

ON the death of Walter Hazell in 1919, his eldest son, Mr. W. Howard Hazell, succeeded as Chairman of the Company. He was a man of strong character and individuality, who has left his mark, not only on HAZELL'S, but on the printing industry as a whole. Howard Hazell succeeded his father at a time when many problems connected with the post-War reconstruction of the business called for a solution, and he piloted the Firm through this important period of its existence with much success. It was during the early part of Howard Hazell's Chairmanship that a far-reaching reorganisation was carried out. Not long after the Armistice there came a turning-point in the history of HAZELL'S. The Directors were faced with a great decision: should the main resources of the Company remain divided between two large factories at Kirby Street and Aylesbury, or be concentrated at one centre, retaining a re-equipped Long Acre Branch to take the work that had to be produced in London ? Sentiment was strongly against closing down Kirby Street, the Firm's original home, which, moreover, was making sound profits. But sentiment was not allowed either to influence or to delay the decision, which was of such vital importance to the future of the Company.

After full consideration, the Board felt convinced that facilities for great outputs were daily becoming more essential to success in the printing industry, as in many other fields. The huge units created to make munitions had given a new conception of large-scale production. Accordingly, the Directors decided to close

VISIT OF H.M. KING GEORGE VI, AS DUKE OF YORK, TO HAZELL'S PRINTING WORKS AT AYLESBURY



A memorable event in Hazell's history was the visit of our present King, when Duke of York, to the Aylesbury Factory. It took place on July 2nd, 1928. In the left-hand photograph above, the Royal Visitor is seen printing an illustration of his elder daughter for the frontispiece of *Royal Elizabeths* (John Murray). On the right the late Chairman, Mr. Howard Hazell, is explaining the working of a machine.

Kirby Street and enlarge the printing works at Aylesbury. The retention of Long Acre as the Head Office and London Works was essential, as some of the work produced at Kirby Street had to be dealt with in London, though the greater part of it was more suitable to Aylesbury.

The year 1920, when the reorganisation was completed and the Kirby Street premises were satisfactorily disposed of, was the best that could have been chosen. Trade was booming, and a large proportion of the Kirby Street employees who could not be transferred to the other branches were speedily placed elsewhere. The remainder were pensioned or compensated in different ways.

Some additions were made to Long Acre, and a very considerable enlargement of the Aylesbury Works took place. The executives were distributed between the two branches, and Mr. Ralph Hazell and Captain (now Colonel) Oscar Viney took over the management of the growing Aylesbury business. This reorganisation worked excellently, as with greatly increased facilities concentrated at the two factories, the Company was enabled to undertake work on large-scale production lines in a way formerly impossible. Since that big change Long Acre has materially increased its reputation for the printing of weekly papers and of high-class jobbing work under " rush " conditions, and Aylesbury has grown to some three or four times its pre-War capacity. The total of employees in all HAZELL's establishments now amounts to about 1,700, by far the highest figure in the history of the concern.

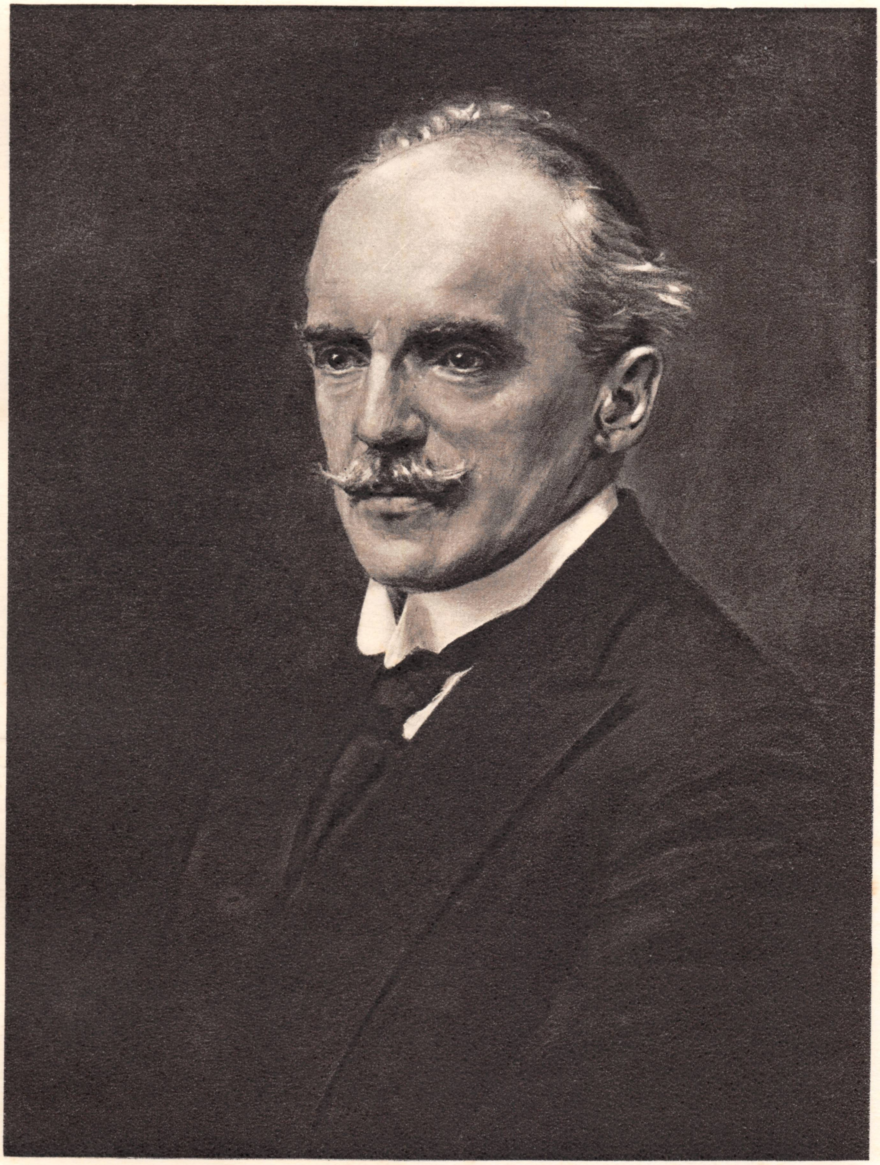
There is no intention to give here a full account of HAZELL's since the War, and only one or two events will be mentioned. The first was the visit in 1928 of our present King, then, of course, Duke of York, to HAZELL's factory at Aylesbury. The Royal visitor's interest in all that he saw, and the shrewd questions he asked, are still recalled by the Firm with much pleasure and gratification.

In May 1929 occurred the death, after a very short illness, of the Chairman, Mr. Howard Hazell. He was only fifty-nine. His loss was a severe blow, not only to his colleagues, but to the staff of the Company, by whom he was held in the highest esteem.

Howard Hazell was born in 1869 and joined the Firm in 1890. For a short time he was associated with the Company's photographic business at Lee, after which he came to Long Acre and undertook the works management there on the retirement of Mr. F. B. King. He combined the Secretaryship of the Company with his other duties for several years, and was appointed a Director in 1904, succeeding, as already stated, to the Chairmanship in 1919.

Although he never enjoyed very robust health, Mr. Howard Hazell was a man of tireless energy and industry, with an infinite capacity for taking pains, and he was a great stickler for accuracy. During a visit to America some twenty years before his death, he was greatly impressed with the costing methods then being advocated there in the printing trade. On his return he made an intensive study of the whole subject, and worked out a scheme of costing suited to British conditions. This system, with modifications, was subsequently adopted officially by the British Federation of Master Printers at their first Costing Congress in 1913, when Howard Hazell was warmly congratulated on his share in its introduction. Subsequently Mr. Hazell undertook a great deal of pioneer work in connection with the standardisation of paper and other materials, and he took an active part in the preliminary discussions which led, after his death, to the establishment of the Printing & Allied Trades Research Association. He was a regular contributor to the Press on economic and labour problems, and his books included *Labour and Capital in Alliance*, *Costing for Manufacturers*, and *Office Organisation for Printers*.

After serving in various capacities in the public life of the printing industry, Mr. Hazell was elected President of the London Master Printers Association in 1923-4, and two years later he held



W. HOWARD HAZELL
Appointed a Director in 1904
Chairman of the Company, 1919–1929

the position of President of the British Federation for the whole country.

During the War period he was a member of the Royal Commission which controlled the rationing of paper supplies. He served on the Melchett-Turner Committee, and was keenly interested in the work of the Joint Industrial Council for the Printing Industry. He was also President of the Institute of Cost and Works Accountants.

Mr. Hazell worked untiringly for the improvement of technical education, both for the journeyman printer and for the son of the master printer. He was Chairman of the Advisory Council of the London School of Printing, and he founded a scholarship, that bears his name, for young master printers. This is tenable at the London School of Printing and at certain provincial technical schools. He managed also to find time for public work outside the printing industry. He was a member of the Executive Committee of the Homes for Little Boys at Farningham and Swanley, Chairman of the Metropolitan District Nursing Association, Treasurer of the Eugenics Society, and a County Magistrate. He was an enthusiastic amateur photographer, with a wide knowledge of the subject, which he was able to turn to practical account in connection with the various photographic activities of the Company. He was always ready to devote his energies wholeheartedly to any cause for the benefit of the employees or for the good of the business. When the British Empire Exhibition was held in 1924 he organised a visit to it by the whole of the Company's employees, and his address to the entire staff on that unique occasion was a notable performance. In the same year Mr. Hazell also personally carried through the reorganisation of the Employees' Provident Fund on a new and improved basis.

In October 1930 a tablet to the memory of Howard Hazell was unveiled in St. Bride's Church, Fleet Street, by the Lord Mayor, the late Sir William Waterlow (a prominent fellow-printer), who paid a warm tribute to his many and varied gifts.

CHAPTER TWENTY

A HUNDRED YEARS YOUNG

The Five-Day Week—Evolution of the Magazine
Of the Making of Books—Fresh Fields
Those Who Direct—The Leader

WE have reached the point at which we can glance at HAZELL'S as it is today under the Chairmanship of Mr. Ralph Hazell, who succeeded his brother in 1929. That was ten long years ago, each growing sharper in contrast with the dim Early Victorian age with which this history began. And they have been ten years laden with problems for nearly all great firms. HAZELL'S, following the traditions of their Founders, have turned difficulties into opportunities, and have succeeded notably in broadening the bases of the Company's activities, as we shall see later in this chapter.

First a word on the adoption by the printing industry in 1937 of the forty-five hour week, which gives the employees every Saturday free. The Saturday half-day, dating in HAZELL'S case from 1864, had taught workers how to spend their leisure, individually and in groups, in a purposeful manner[1]; the new opportunity to enjoy a fuller life which the free Saturday gives to printing-trade employees, has come at the time when openings for recreation and amusement have widened tremendously.

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[1] About forty years ago it needed purposeful people to indulge in certain pastimes. HAZELL'S Cycling Club at Aylesbury sometimes would travel as far as Oxford through successive clouds of dust raised by horse-drawn vehicles, and occasional "sandstorms" when motor-cars were encountered. The advent of these lethal engines necessitated a strict rule that when the captain of the Club, who rode in front, blew his whistle, all members must instantly get in single file. The frequency of punctures only added to the need for grim determination before starting on a long cycling run!

Cricketers and footballers among HAZELL'S employees in the old days had to buy their own kit, and pay for transport (except uphill) in horse-brakes. Nowadays the Club provides everything—even to chewing-gum.

Reading is one of the chief aids to a fuller life, and great interest therefore attaches to the printed productions of a Firm like HAZELL'S, with so vast and so varied an output.

HAZELL'S have played no small part in the evolution of modern periodical literature, but in order to trace that evolution we must for a moment go back to long before the War. Until the Eighties there were no illustrated magazines in the present-day sense, but about 1883 the half-tone process of engraving was fully developed in America, and one of the immediate effects in that country was greatly to increase the number of illustrations in magazines.

The first number of the American *Scribner's Magazine*, dated January 1887, had some sixty-six illustrations, a third in half-tone, the remainder being mostly in photographically-produced line. A few of the pictures recall the earlier type of wood-engraving, but, even with these, mechanical processes were used. English magazines in the Eighties had on the average only fifteen to twenty illustrations in each issue.

In 1891 *The Strand*, a pioneer of the popular pre-War sixpenny magazines and still one of the most famous of all monthlies, was started by the late Sir George Newnes. Its first issue had 114 illustrations, about two-thirds being from half-tone (or process) blocks. But as yet there was no English equivalent of the more highbrow shilling monthlies on the lines of the American *Harper's Magazine* and *Scribner's*.

In the early Nineties great improvements were made in process and line engraving, and wood-engraving rapidly declined. HAZELL'S had been using or experimenting with a number of systems of mechanical engraving for nearly twenty years prior to 1884,[1] when they began to print half-tones produced by the

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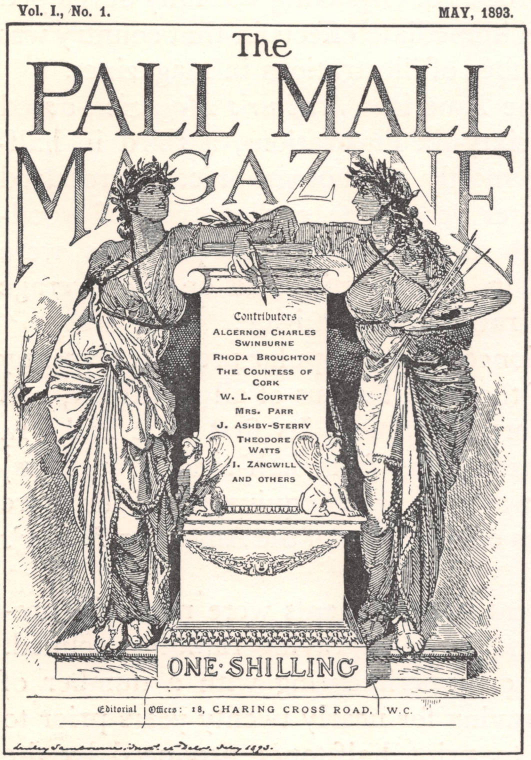
[1] There are some exceedingly good half-tone reproductions of camera studies in early issues of *The Amateur Photographer*, founded by HAZELL'S in October 1884.

Meisenbach process. It was largely due to the Firm's long experience in printing high-class illustrations and their exceptional facilities for this class of work that secured for them a very important contract.

One day in 1893 a stranger called at HAZELL's Head Office, at that time in Creed Lane, to inquire about the printing of a shilling monthly magazine which in various ways, especially as regards illustrations, was to mark a great advance on anything hitherto published in this country. He was so courteously and helpfully received by Mr. Elliott Viney, and the facilities offered by the Firm were so exceptional, that this stranger, who turned out to be an emissary of the Astor family, soon came to satisfactory terms, and the contract for *The Pall Mall Magazine* was placed. And that was how HAZELL's came to be pioneer printers of luxury magazines in England.


Vol. I., No. 1.
MAY, 1893.
The
PALL MALL
MAGAZINE
Contributors
ALGERNON CHARLES SWINBURNE
RHODA BROUGHTON
THE COUNTESS OF CORK
W. L. COURTNEY
MRS. PARR
J. ASHBY-STERRY
THEODORE WATTS
I. ZANGWILL
AND OTHERS
ONE·SHILLING
Editorial Offices: 18, CHARING CROSS ROAD, W.C.

Cover Design on the early issues of *The Pall Mall Magazine*, drawn by Linley Sambourne. (*Reproduced from No. 1, May, 1893.*)

The first issue of *The Pall Mall Magazine* contained 128 pages and was freely though hardly profusely illustrated, but it did not contain a single reproduction of a photograph; every picture was specially drawn.

J. CROWLESMITH
Appointed a Director in 1904
Deputy-Chairman of the Company since 1929

COLONEL O. V. VINEY, T.D., D.L.
A Director of the Company since 1920

In draughtsmanship the illustrations reached the fine standard of the Sixties, and the magazine was beautifully printed. Swinburne and Kipling were among the earliest contributors. *The Pall Mall Magazine* deserves a high place in our periodical literature. It gives a far better portrait of the Nineties and the Edwardian era than most history books, thanks partly to a regular feature, "Vexed Questions," in which many political and social problems were treated by the leading authorities of the day.

Their success in printing *The Pall Mall* soon brought HAZELL'S other magazine contracts, among them *The Lady's Realm* (Hutchinson) and *The Woman at Home* (Hodder & Stoughton), the latter edited by Annie S. Swan. Both these were sixpennies; they appeared when process engraving had left the experimental stage, and half-tone illustrations greatly outnumbered line, that method being introduced usually for variety's sake.[1]

In the late Nineties there was a boom in magazines, and a number of new ones were started. Those printed by HAZELL'S included *The Wide World* (Newnes) and *The Harmsworth Magazine*, named after its proprietor. The latter publication was issued at 3½*d.* net,[2] and was an attempt to oust the sixpenny magazines, which, incidentally, were sold at 4½*d.* by many booksellers, just as 6*s.* novels at that time usually cost the public 4*s.* 6*d.* The wholesalers and retailers were naturally hostile to *The Harmsworth*, which allowed them a very small margin of profit, and after some years the future Lord Northcliffe raised the price to bring it into line with the other magazines of its class. *The Daily Mail*, which did more than any other publication to revolutionise journalism in this country, so overshadows Alfred Harmsworth's other achievements, that his magazine ventures are apt to be overlooked. Nevertheless, *The Harmsworth Magazine* is among the landmarks that Northcliffe set up, because by its low price and excellent presentation it played a notable part in spreading the magazine habit just at the right moment. Northcliffe, of course, had a genius for sensing the approach of the right moment, and laying his plans beforehand.

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[1] In the early days of mechanical engraving, Art Editors rioted in the use of process, and sometimes put a screen over half the number of line drawings in an article, leaving the remainder as ordinary zincos.

[2] The first issue was priced at 3*d.*, but the next month's at 3½*d.* *The Harmsworth* achieved the vast sale of 700,000 copies a month, claimed to be the largest circulation in the world. Two other firms shared the contract to print the magazine with HAZELL'S. *The Harmsworth* later became known as *The London Magazine*.

The boom in magazines led HAZELL'S to suggest to leading Missionary and other Societies, who for many years have been large customers of the Firm, that a format and presentation similar to those of the secular monthlies, which were proving so popular, should be adopted for their magazines. These for the most part were being produced on rather old-fashioned lines, and were still illustrated largely by wood-engravings. The new ideas were adopted by the London Missionary Society, the Methodist Missionary Society, the British and Foreign Bible Society, the Moravian Missionary Society, and others, and applied to their monthly publications, including *The London Missionary Society Chronicle*, *The Foreign Field*, *At Home and Abroad*, *The Bible in the World*, *Gleanings*, *North Africa*, &c.

During the Edwardian period Mr. William Randolph Hearst, the American newspaper magnate, entered the English magazine field by buying *Nash's Magazine* from Mr. Eveleigh Nash. The magazine was given a new dress, and HAZELL'S were asked to undertake the printing. The National Magazine Company was formed to conduct Mr. Hearst's new business, and this company later acquired *The Pall Mall*, which in 1929 was finally merged with *Nash's Magazine*. Mr. McPeake came from Ireland to become the Managing Director of the new Company, and on his death Miss Alice Head was appointed his successor and still holds this important position.

The War put a stop to further rapid development, and at the end of hostilities magazines in this country were still all of large octavo size. But after the War great changes took place. *Nash's*

R. R. H. HAZELL
A Director of the Company since 1931

T. R. WALKER
A Director of the Company since 1936

Magazine was altered to the large quarto format which had become popular in America because of the opportunities it gave for greater pictorial effects, in both monochrome and colours, and for more effective advertisement display.

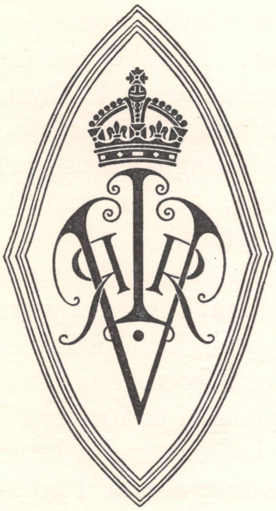
The next venture of the National Magazine Company was *Good Housekeeping*, started in 1922, and still outstanding in the shilling home magazine class. This was followed in 1929 by *Harper's Bazaar*, the luxury two-shilling fashion journal. In 1934 *The Connoisseur* was purchased. This noted magazine for collectors, which is famous for its reproductions in colour of Old Masters, is widely sold in America as well as in this country, though 75 cents, or 3*s*., is charged for it there, against 2*s*. on this side. This trio, *Good Housekeeping*, *Harper's Bazaar*, and *The Connoisseur*, are among the finest of all HAZELL's productions.

In 1935 the Firm made a further step in magazine production by entering into an arrangement with Newnes, Pearsons, and other companies in the same group to take over a large proportion of the printing of their periodicals and books. Notable among the magazines produced under this arrangement are *The Strand* and *Homes and Gardens*. The Company also print for Newnes and Pearsons a number of other publications, including several part works, as well as large quantities of books, and numerous educational works for the Home Library Company.

HAZELL's have been keeping a close watch on the development of photogravure printing, and have recognised that in recent years it has become an essential part of modern periodical printing. The photogravure process is entirely different from letterpress printing, requiring special machinery and a specially trained staff. A few years ago the Firm decided to enter this field, and a large wing was added to the factory to accommodate a new Photogravure Department, and extensive additions are now being made to the plant and equipment. This comparatively new branch is already producing a considerable amount of magazine work, as well as book illustrations, advertising literature, and catalogues.

Concurrently with magazine development, the post-War period has seen a steady growth of the book-production side of the Company’s business, accompanied by the installation of a range of machinery designed for large-scale production. The productive capacity of the Aylesbury Works in regard to books has been enormously increased, and contracts of any magnitude can be undertaken.

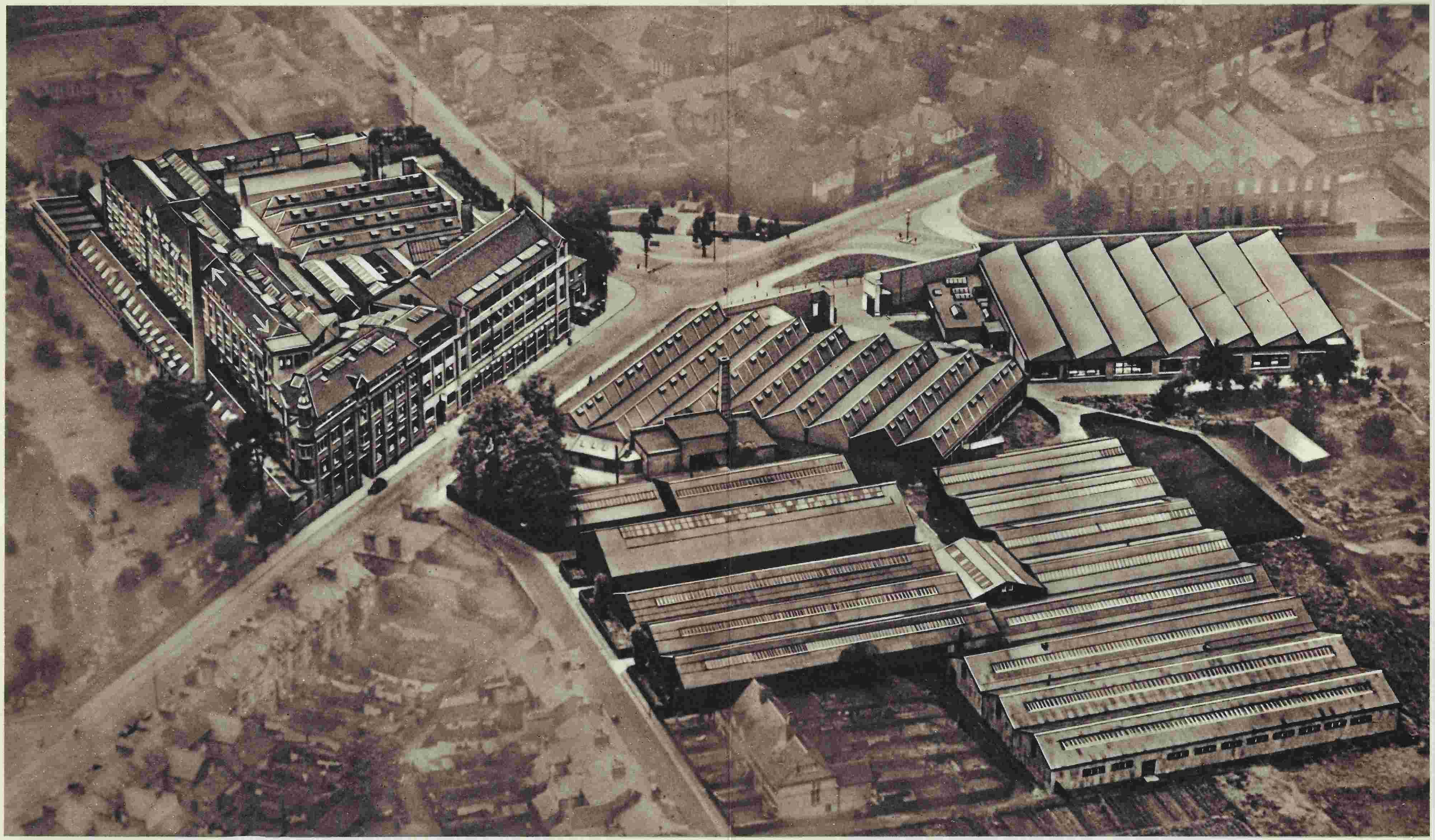
The remarkable facilities possessed by Hazell’s were shown in the year 1933, when there was a record boom in the sale of Dickens owing to intensive circulation schemes conducted by a number of the national newspapers. The Company at that time, in the space of sixteen weeks, supplied nearly 300,000 sets of the complete works of Dickens, in sixteen volumes ; probably the largest single order for books ever executed. A little later a popular nine-volume encyclopædia was called for. This was specially written and produced in record time. It sold in very large quantities in England and also in the Dominions, approximately 2,000,000 volumes being disposed of.



Centre panel on the cover of *The Letters of Queen Victoria*, for printing which Hazell’s were granted the Royal Warrant in 1913.

Books of the highest class continue to be produced. As far back as 1913 Hazell’s were granted the Royal Warrant for printing *The Letters of Queen Victoria*, published by Mr. John Murray. Quite recently, the Company printed *The Letters of the Prince Consort*, which were also issued by Royal Authority through Mr. Murray.

The famous reference books printed by Hazell’s include *The Stock Exchange Yearbook*, *The Directory of Directors*, and *Debrett* which has been mentioned in an earlier chapter. Works such as these involve very heavy composition and a special organisa-



AERIAL VIEW OF HAZELL'S MAIN FACTORY AT AYLESBURY

In the main block (*on the left of the photograph*) the original building (*on the left-hand side*) is marked with double arrows. The relation of the size of this building, large for its period, to that of the great factory today, gives an idea of the growth of the business during the last sixty years. The main block contains the Offices, and also the Composing, Reading, Foundry, Binding, and Dispatch Departments, as well as a portion of the printing machinery. The two large groups of buildings at the back (*on the right of the photograph*) accommodate the Letterpress Printing Department, which is divided into sections for monochrome and colour work; and the new Photogravure Department. The two groups of buildings in the foreground consist of the Engineers' and Carpenters' Shops, and a large range of Warehouses for customers' stocks in the form both of sheets and of bound volumes. At the cross-roads (*centre*) is Hazell's War Memorial to the Company's employees who made the Great Sacrifice between 1914 and 1918. To the right, outside the picture, are several acres of land available for further extension of the Factory as and when required.

tion which has more than sixty-five years' experience behind it. The printing and binding of catalogues, including those of the largest size, is another important side of the Company's activities.

As far back as 1910 HAZELL's took over the contract for the printing and binding of the books issued by the Caxton Publishing Company, Ltd. Formerly this contract was spread over a large number of firms, with the result that the stocks of books were scattered over an inconveniently wide area. HAZELL's became responsible for the whole of the Caxton Publishing Company's work. Special buildings for storage and other purposes were erected to cope with this important extension of business.

The Caxton Publishing Company was founded by the late Sir Hedley Le Bas, a pioneer in the sale of books in sets on the instalment system whereby a complete collection of the works of an author, or a technical work in several volumes, is delivered on payment of the first instalment.

HAZELL's have now held this contract for twenty-nine years. They undertake not only the entire printing and binding of the Caxton books, but they also provide publisher's warehouse facilities. Consequently they are responsible for the direct dispatch of orders to individual purchasers. Sir Hedley's son, Mr. Ernest Le Bas, is now the Chairman of the Caxton Publishing Company.

Important in the Firm's output of books is the range of educational works issued by the University of London Press, Ltd. The Company's products also include many books on travel, art, and biography; *belles-lettres*; countless popular novels; and books of the sixpenny type.

The printed lists which HAZELL's compile regularly to show books in hand, or kept standing in type awaiting reprint orders, are the size of a small poster, and often contain the titles of a thousand different volumes, a number of them having 1,000 or more pages. They cover a vast range of subjects. Here are several books on medicine and dozens on science, theoretical and applied;

encyclopædias; directories of professions; law books, nature books, cookery books; innumerable technical works; catalogues; well over a hundred and fifty educational books, and scores upon scores on religion. Here are grim-sounding books, like *The ABC of A.R.P.*, *The Doom of 150,000,000 People*, or *What Hitler Wants*; loved books, like *Good-bye, Mr. Chips*, or *Peter and Wendy*; books that few would want to buy, like *The Grammar of the Fanti-Akan Language*; intriguing books, such as *Rude Letters to Youth.* All these are picked at random, and show only a fraction of the variety in the great assortment of present-day literature produced by HAZELL'S.

While the Company is, of course, still working primarily on its main activities, namely the printing of books, magazines, and catalogues and commercial printing of all kinds, the possibilities in other directions have not been ignored. A recent interesting development is the acquisition of the business of Taylowe, Ltd., of Slough, a company specialising in the production of high-class folding cartons printed by lithography. HAZELL'S entered this market owing to the great growth in the demand for improved methods in the packaging of goods. Statistics show that packaging is the branch of the printing trade which has grown most rapidly and consistently since the War. And it is a very interesting branch. The public not only require goods in packings which ensure freshness, but they expect packet wares to look attractive.

In years gone by manufacturers did not pay much heed to the appeal to the eye made by the actual packets containing their goods. They left that to showcards. But nowadays effective shop-window display is regarded as an essential aid to retail selling. Therefore carton manufacturers such as HAZELL'S subsidiary, Taylowe's, give as much attention to producing designs for packages as the poster and showcard printer does.

And now a word on those who direct and control this great business, so complex, yet so smooth in operation. While HAZELL'S are a Public Company with a large number of shareholders who

RALPH C. HAZELL
Appointed a Director in 1905
Chairman of the Company since 1929

are not personally connected with it, the family traditions of the Founders are still very happily maintained. As will have been gathered, however, from the foregoing pages, appointment to the Directorate and to other senior positions is by no means limited to members of the families of those who established the Firm.

There are at the present time, including the Chairman, five Directors. Mr. John Crowlesmith, who entered the business as long as fifty-seven years ago and became a Director in 1904, was appointed Deputy Chairman of Hazell, Watson & Viney, Ltd., in 1929. In addition to his ordinary business activities he has found time for much public work, not only as President of the London Master Printers' Association and of the British Federation of Master Printers, but in many other capacities. Colonel O. V. Viney started in the business in 1904, and after serving throughout the War with the 1st Bucks Territorial Battalion was appointed a Director in 1920. Mr. Raymond R. H. Hazell, who joined the Firm in 1924, became a member of the Board in 1931. Mr. T. R. Walker entered the business in 1907, becoming Manager of the Aylesbury Works in 1929, and a Director in 1936.

It is now close on sixty years since the policy of keeping a close watch on developments in the printing industry in other countries was adopted by HAZELL'S. Something may be gleaned from foreign trade papers, but only a fraction of what can be learnt by first-hand observation. This was the policy of Walter Hazell, who travelled extensively, and it has been followed by his successors.

A number of visits abroad have been made by the present Directors during the past few years. Colonel Viney has been several times to America and Germany in connection with the important stationery side of the Company's business. Mr. Walker, who is Technical Adviser to the Firm as well as a Director, has familiarised himself with American and German printing plant and processes. On his foreign tours he has been accompanied by executives of the Firm.

Mr. Raymond Hazell crosses the Atlantic periodically to keep in touch with developments in American methods of periodical and book publishing. Not long after he entered the Firm, Mr. Raymond Hazell worked for a time as a volunteer mechanic, erecting binding machinery in various German binderies. Later on he worked for some time in the Ullstein factory in Berlin, which had then probably the finest printing plant in the world.

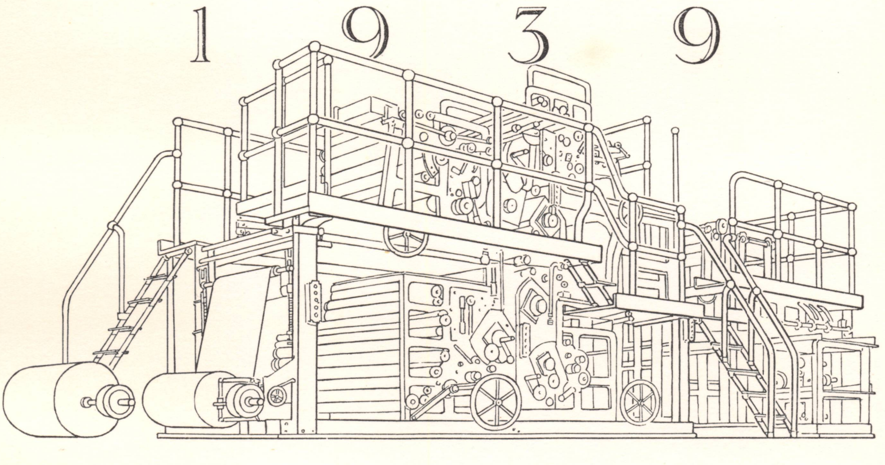
The Board have always held the view that the sales side of a printing concern calls for far greater attention than is required in many other businesses, and that much more is needed than the mere soliciting of orders. Printing is essentially creative work, and the Directors are always ready to assist the Company's clients in the planning of their printing requirements, and to advise them in connection with their sales problems generally. For this reason no fewer than three of the five Directors place a large proportion of their time at the disposal of customers.

* * * * *

A Director directs—a Chairman leads. With the sudden passing of Mr. Howard Hazell in 1929 the vacant Chair had to be filled. As to the man to fill it there was no question, and it was with the whole-hearted support of his colleagues that Ralph Carey Hazell became the third Chairman of Hazell, Watson & Viney, Limited. His oldest colleague, at whose special request this note is included, adds:

The strength of the Company has always been in the loyalty and unity of its Directors, and once again this fact is emphasised under the present Chairmanship. Mr. Ralph Hazell has a broad business outlook which, while ever providing for the future, never neglects the present. His grasp of detail is complete, and yet he has the great faculty of leaving detail, in its execution, to the colleague responsible. His foresight, of the keenest, is based on sound technical knowledge, which enables him to build on sure foundations, as has been proved by the record of the Company for the last ten years. Like his father, he hates humbug and does not "suffer fools gladly," yet there is that sympathetic touch in his make-up which causes him to be respected and regarded with personal affection by the great staff of the Company and its Auxiliaries. Mr. Hazell's interest in Welfare has never ceased, and his initiation of the Staff Pension Fund and of other Welfare schemes set the crown on the finely-conceived pioneer institutions for employees begun by his father, Walter Hazell, more than sixty years ago. Under Ralph Hazell's guidance the business in the second post-War decade has seen continued and profitable expansion. The assets have grown—having now reached the million mark—new developments have brought fresh business, and each development in its turn has added to Hazell's strength, which was never so great as in this eventful year, 1939, when we can say:

WE ARE A HUNDRED YEARS YOUNG.



AND HERE THE STORY OF HAZELL'S
FIRST CENTURY IN PRINT
COMES TO AN END

APPENDICES

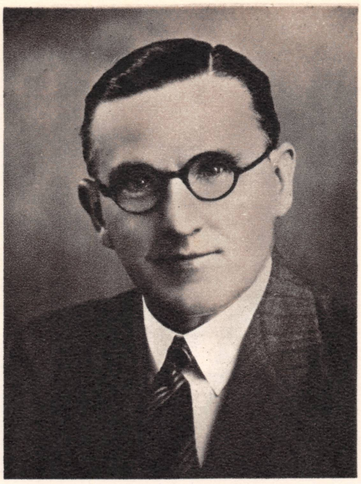
Appendix I *Portraits of Executives*
Appendix II *Hazell's Chronology*
Appendix III *Hazell's Staff Welfare*
Appendix IV *Miscellanea*
Appendix V *Hazell's Imprints*
Appendix VI *"Times" Report of Hazell's Annual Meeting, 1939*
Appendix VII *Hazell's Subsidiary and Associated Enterprises*

APPENDIX I

SOME
CONTEMPORARY
PORTRAITS

HEAD OFFICE STAFF

J. S. JEFFRIES
Secretary


C. J. MILLS
Accountant

V. A. NOTT
Cashier

H. D. NEWHAM
Ledger Room

E. L. BRINDLE
Manager, Hazell's Advertising Service

L. H. TAYLOR
Hazell's Advertising Service

H. STEPHENS
Manager, Syndicate Publishing Co., Ltd.

MISS J. MUNRO
Long Acre Buyer

A. H. VERNON
Art Department

PRINTING SALES STAFF

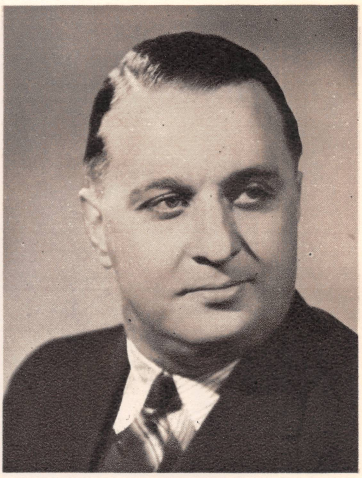
T. NICHOLSON

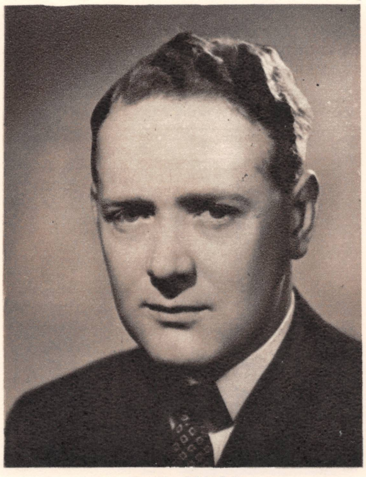
L. W. SHACKEL

H. L. F. HAYHOW

W. A. SWANN

A. F. PICKERSGILL


S. R. BROWN


F. C. PRYOR

J. I. GOLDSACK

C. F. KENDELL

LONG ACRE WORKS STAFF

A. H. FLEETWOOD
Manager

A. W. BAILEY
Production Manager

E. W. CLARKE
Composing Department

C. YOUNG
Printing Department

W. E. BRIDGES
Binding Department

C. F. MARSHALL
Warehouse

MISS M. E. PENNY
Women's Bindery

MISS N. W. SPEED
Costing Department

J. HOBBS
Estimating Department

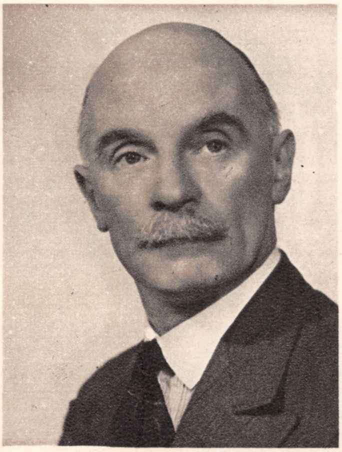
AYLESBURY WORKS STAFF

T. R. WALKER
Director and Manager

L. G. WHITE
Joint Assistant Manager

F. E. PIPER
Joint Assistant Manager

T. C. WHITE
Cost Accountant



R. O. COOK
Composing Department

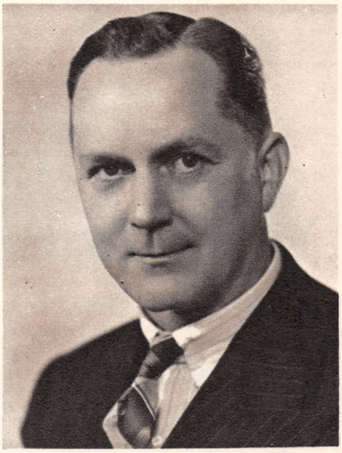
W. H. PALMER
Head Reader

R. LATIMER
Foundry Department

AYLESBURY WORKS STAFF *(continued)*

H. JAY
Printing Department

C. HAYWARD
Photogravure Department

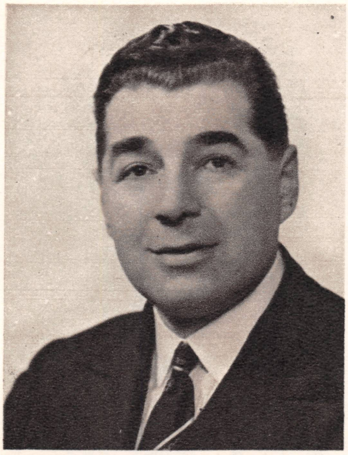


E. A. STARR
Binding Department

MISS R. CLARK
Women's Bindery

H. SMITH
Printing Ink Department

MISS E. D. MUNDLE
Welfare Department

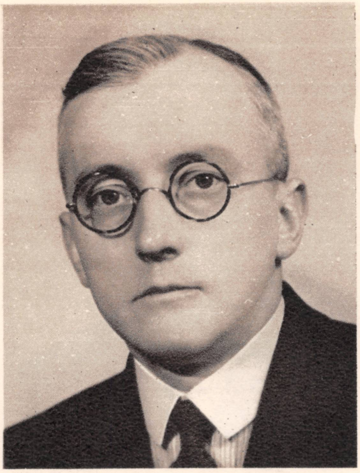


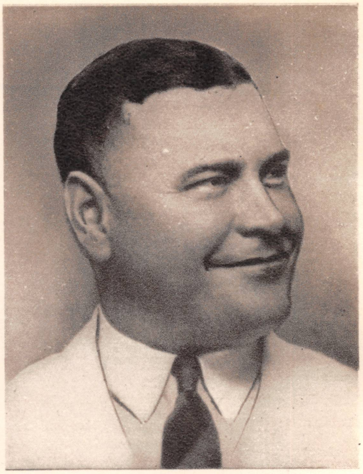
G. H. LUCE
Secretary, Hazell's Club

SHAFTESBURY AVENUE STATIONERY BRANCH

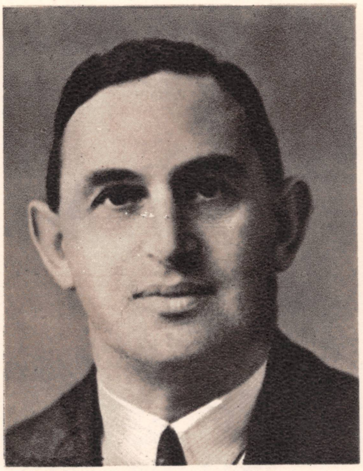
MANAGEMENT AND SALES STAFF

H. EVANS
Branch Manager and Director, Letts Quikref Diaries Ltd.

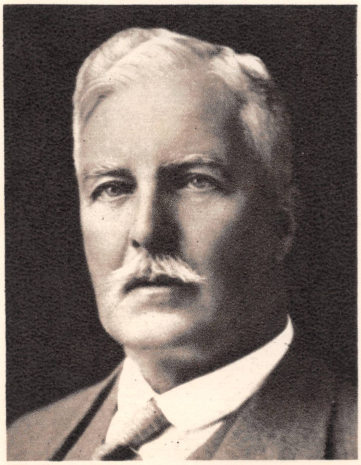

A. A. LEEDER
Manager, Letts Quikref Diaries Ltd.


R. R. GIBSON
India

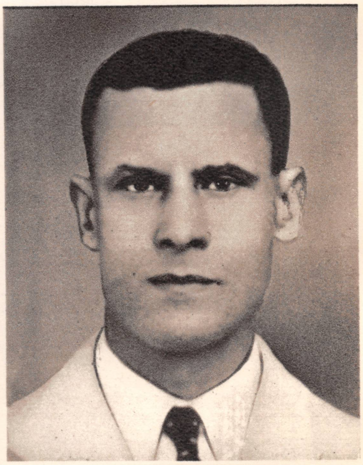
E. N. NAHUM
Egypt


H. R. SHAPIRO
South Africa

J. A. McGREGOR
South Africa


GEORGE J. HICKS
Australia

J. GRAHAM DAWSON
East Africa


M. ROBINSON
West Africa

SHAFTESBURY AVENUE STATIONERY BRANCH (*continued*)

HOME SALES TRAVELLING STAFF

E. ALLAN BROOKER
New Zealand

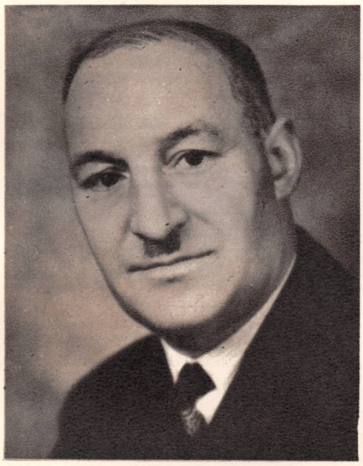
JOHN GRIEVE

G. H. WHITELAM

H. H. BROOKES

A. HUNTER

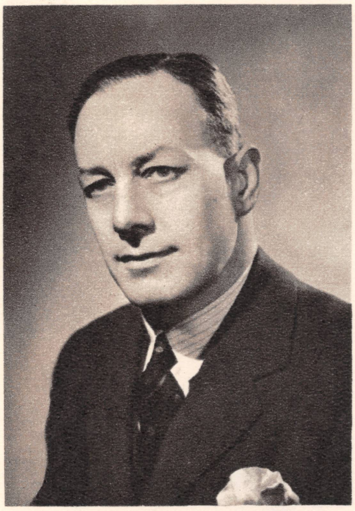
P. R. WINDUST


DUDLEY ROE

A. G. THACKSTON

R. V. STANTON

TAYLOWE LTD., SLOUGH

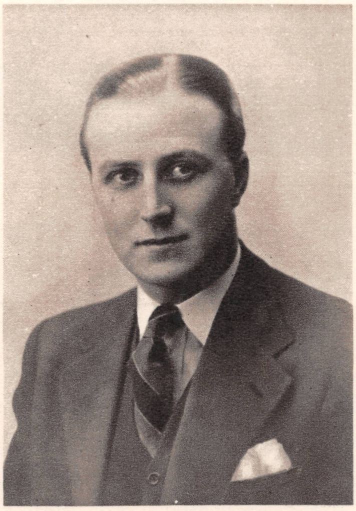


J. GUNN
Chairman

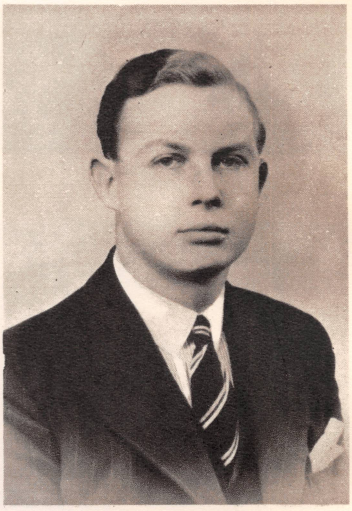
F. H. LOWE
Sales Director

C. J. MILLS
Director

W. G. DIXON
Works Manager



W. H. BAKER
Traveller

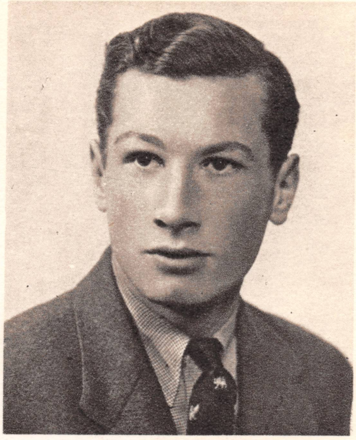


F. R. DELLAR
Office

THE YOUNGER GENERATION

PETER HAZELL

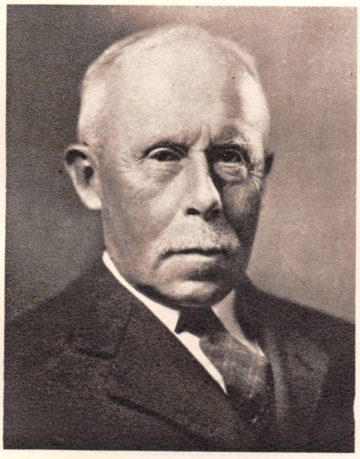
ELLIOTT VINEY



LAURENCE VINEY

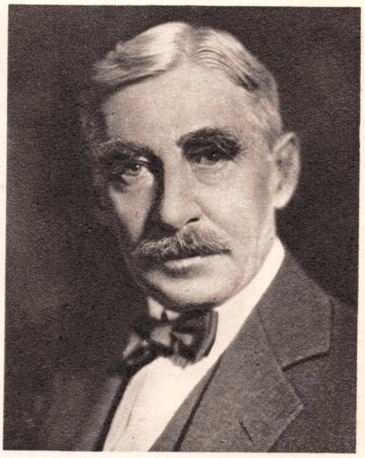
HEADS OF SOME ASSOCIATED BUSINESSES

E. E. MILLER
Parliamentary Printer



EDWARD S. WOOD
Chairman, The Esterbrook Pen Company

A. G. FROST
President, The Esterbrook Pen Company



EBERHARD FABER
The Eberhard Faber Pencil Co.

APPENDIX II

CHRONOLOGICAL LIST OF LEADING EVENTS IN HAZELL'S HISTORY

1839

William Paul, an Englishman of Huguenot descent, starts a printing business in a portion of 14 Kirby Street, Hatton Garden, London.

Working hours at this period are 8 to 8 on weekdays, and 8 to 5 on Saturdays.

Paul at first has a staff of two journeymen and one apprentice.

1841

William Paul on Lady Day moves from No. 14, having taken a lease of 5 Kirby Street, which will continue to be the headquarters of Hazell's for thirty years, and will always be regarded as their original home.

1843

Walter Hazell born January 1st.

George Watson, a printer and stationer of Tring, Herts., buys William Paul's business with its staff of five. He runs the two businesses without difficulty, as there is an excellent train service between Euston Grove and Tring.

William Paul joins his nephew's firm of printers' sundriesmen, J. C. Paul & Co., who supply Hazell's for many years.

Paul still pays the rates on 5 Kirby Street, and probably continues to live there.

1844

George Watson, on Midsummer Day, takes over 5 Kirby Street from William Paul.

George Watson, junior, born.

1848

George Watson sells his business at Tring to his apprentice, E. C. Bird, and concentrates on his London connection.

1850

George Watson installs steam to print *The Band of Hope Review*, the prime mover behind the paper being Mr. T. B. Smithies, secretary of the Gutta Percha Company, and destined to be a leading pioneer of popular periodical didactic literature.

1851

The Band of Hope Review is started in January. This is a halfpenny illustrated four-page monthly, published by Partridge & Oakey, 9 Paternoster Row.

1854

George Watson installs bigger plant to print *The British Workman* for Mr. Smithies.

1855

The British Workman, a penny four-page monthly with large engravings, is started. Florence Nightingale undertakes to distribute 3,000 copies of *The Band of Hope Review* and *The British Workman* to the troops in the Crimea, and George Watson dispatches these to her.

1856

George Watson, encouraged by the abolition of the Advertisement Duty, on his own account starts a secular, illustrated penny weekly called *The Family Mirror*, consisting of sixteen pages of editorial, in addition to advertisements. In consequence of this venture he takes part of 14 Kirby Street, William Paul's original Works, as an extension of his composing department.

1857

The Family Mirror comes to a sudden end after twenty-one issues, leaving its serial unfinished, and George Watson is faced with a heavy loss.

1858

GEORGE WATSON, junior, aged fourteen, enters his father's business as an apprentice.

J. W. Roche becomes George Watson's Works Manager, bringing with him a contract to print *The Transactions of the Pathological Society*, in which chloroform is regarded as a new invention, and antiseptics are not mentioned.

1861

THE Paper Duty, the last of the three "Taxes on Knowledge," is repealed, the era of low-priced literature begins, and the printing industry rapidly equips itself for mass-production.

George Watson, with slender resources, is embarrassed by the printing boom and the great increase in competition. The type famine forces him to buy an eighteenth-century fount for *Blind Amos*, a book urgently ordered.

George Dunn, HAZELL's oldest pensioner, now (1939) aged ninety-two, enters the Firm, being apprenticed six months later.

1863

ON August 23rd, Walter Hazell, aged twenty, the son of Jonathan Hazell, a manufacturing jeweller in Clerkenwell, having left his father's business, joins George Watson with a view to a partnership when he is twenty-one. Money put into the business by Mr. Jonathan Hazell enables it to struggle through a difficult period.

George Watson begins to print *The Eclectic Review* (founded 1805) for Jackson, Walford, & Hodder (Hodder & Stoughton from June 1868).

1864

WALTER HAZELL becomes a partner, but the name of the Firm remains simply George Watson.

This is a difficult year for the Firm. The Watsons and Walter Hazell together draw only £434, and the balance of gross profit, £150, does not cover depreciation.

The Alexandra Magazine & Woman's Social and Industrial Advocate, a feminist publication, is started by Hodder's and printed at 5 Kirby Street.

George Watson, junior, aged twenty, succeeds J. W. Roche as Works Manager.

The working week is shortened from sixty-three hours to sixty-two-and-a-half without reduction of wages. The employees agree to work an extra two-and-a-half hours during the week to enable the Firm to close on Saturdays at 2 instead of 5. (The hours are reduced subsequently by gradual stages, and by 1872 the working week is approximately fifty-four hours.)

1866

THE Firm begins to emerge from its difficulties after three critical years.

Walter Hazell marries Ann, daughter of James Tomlin.

Towards the end of this year George Watson talks of retiring.

The two younger members of the Firm discuss Walter Hazell's project of starting a business in the country, where working conditions would be better and costs lower. After much consideration they decide to buy a disused silk-mill at California, Aylesbury.

1867

GEORGE WATSON, junior, goes to live at Aylesbury and sets the new business going with a staff of three, whose wages total £5.

George Watson retires, and Walter Hazell and George Watson, junior, enter into partnership.

The Firm becomes known as Watson & Hazell, the name of the junior partner being put first for the sake of the goodwill.

George Watson, junior, having established the new branch, returns to London, and

Henry Jowett, who has ten years' service with the Firm, is made Manager at Aylesbury (July).

1868

The Aylesbury Business has lost £250 in seventeen months. During the same period the town and country branches combined lose £120 after paying the partners' salaries, an annuity to George Watson, senior, and allowing for depreciation.

The Illustrated Photographer, a threepenny weekly, is started by Watson & Hazell, and printed at Kirby Street. The blocks for the illustrations in this publication are produced with the aid of photography, several processes being used. The paper publishes Negretti & Zambra's weather forecasts.

The first addition to the Kirby Street premises is made by the erection of a warehouse at the back of 28 Charles Street.

1869

J. Elliott Viney enters the business as an articled pupil.

The offices are moved from 5 Kirby Street to 28 Charles Street (March).

The Illustrated Photographer "boosts" the velocipede, which it describes as one of the wonders of the photographic season of 1869. Its readers begin to use the paper's Exchange column to dispose of their cameras for velocipedes; the sale falls rapidly, and the paper dies at the end of the year.

No. 5 Kirby Street is burnt out (Tuesday, December 14th), but the Firm manages to produce *The East London Observer*, *The Marylebone Mercury*, and *The Bucks. Independent* on time. The fire destroys back numbers of Mr. Smithies' publications, and some of the employees work six days and three nights every week for some months to reprint them.

The capital invested at Aylesbury amounts to £1,424; net profit for the last half of the year, £59. Figures for the London branch are not known.

1871

Bank Holiday Act is passed. Before this Act printers closed only on Good Friday and Christmas Day.

Net profit of the Aylesbury business, £369.

Great excitement at Aylesbury, caused by the unexpected arrival of Mr. Godfrey's great captive balloon, which has escaped from Cremorne.

1872

The fifty-four-hour week introduced.

Walter Hazell writes to the Registrar of Friendly Societies asking for advice on how to start a Sick Fund, thus taking the first step in his pioneer work of founding Hazell's Welfare Institutions.

The Firm's output at Aylesbury at this period includes John Ruskin's works, published by George Allen, as well as the printing and binding of books for Bacon's, Blackwood's, Chatto & Windus, Hodder & Stoughton, Lane's, Longman's, Macmillan's, Morgan & Scott, John Murray, Routledge's, the Sunday School Union, and Williams & Norgate. Publications in part form and books for Cassell, Petter & Galpin (now Cassell's) were also an important item. No list of works handled at Kirby Street survives.

Profit at Aylesbury, £372.

1873

The business of Rogerson & Tuxford, 265 Strand, is purchased. Included in the transaction are *The Mark Lane Express* and other publications, one being *Ruff's Guide to the Turf*, but this is speedily disposed of. A private telegraph wire is installed to connect the new business with the Head Office at 28 Charles Street.

The capital of the Aylesbury business is £5,500. Plant, £4,700; net profit, £898.

1874

Hazell's earliest Welfare Scheme, the Aylesbury Employees' Sick Fund, started.

Walter Hazell and George Watson renew their deed of partnership, the fresh deed showing that Walter Hazell has £3,668, and George Watson, junior, £2,992 invested in the Firm. Jonathan Hazell, although not a partner, has £5,000 lent to the business.

The contract to print *Debrett* is secured. (*Debrett* has been continuously printed by HAZELL's ever since.)

1875

J. ELLIOTT VINEY is made a partner after his marriage, and the title of the Firm is altered to Hazell, Watson, and Viney.

Kirby Street Employees' Sick Fund started.

1876

No. 6 KIRBY STREET is rebuilt by Jonathan Hazell and leased to the Firm.

Staff Savings Bank started.

1877

MARCH 4th. The Kirby Street Institute and Library is opened in the new building. This is HAZELL's first experiment on the recreational side of Welfare.

1878

THE Aylesbury Printing Establishment is moved from the old silk-mill at California to new Works in Tring Road.

A large room in the new Works, capable of seating 250 persons, is allotted by the Firm as an Institute and Library, and opened on October 21st.

First Handbook of Rules issued at Aylesbury.

1879

THE Employees' Provident Fund is started.

The First Rules Handbook is issued for Kirby Street. Working hours are 8 to 6.45 for males, and 8.30 to 7.15 for females, the Works closing at 12.45 on Saturdays, or approximately a fifty-four hour week.

The Albo-carbon system of gas lighting is invented this year, and installed both at Kirby Street and at Aylesbury. It gives three times the light output per point compared with the "fishtail" burner.

Hot and cold baths are opened at the Aylesbury Works, for the use of the staff out of working hours.

1880

WALTER HAZELL visits the U.S.A., partly to see for himself the machinery and methods of American printers, which are far in advance of the British, and partly to study emigration, in which he is keenly interested. As a sequel to this visit he induces the Colonial Office to start an Emigration Bureau to stimulate settlement within the Empire.

George Watson leaves the Firm to join Ford & Tilt, of 52 Long Acre, and the Strand Branch is sold in order to provide funds to buy him out.

1881

F. B. KING enters the business.

1882

MR. J. CROWLESMITH, the present Deputy Chairman, enters the business.

1884

FORD & TILT of Long Acre, in which George Watson is a partner, is purchased, and merged with the Kirby Street and Aylesbury businesses into a Company known as Hazell, Watson & Viney, Limited, with a capital of £117,000.

(Ford & Tilt was founded at 40 Oxford Street, in or before 1795, by Miss Esther Smith, a stationer. She was succeeded by John Smith. In 1842 John Smith acquired 52 Long Acre, and in 1854 he sold his business to Ford & Tilt. The assets of HAZELL's at the time of the amalgamation were valued at £86,872; those of Ford & Tilt at £51,088.)

The Amateur Photographer is founded by HAZELL's in October, a highly successful publication. (Directly out of its Advertisement Department has grown Hazell's Advertising Agency, of which Mr. E. L. Brindle is now (1939) Manager.)

1885

THE first addition is made to the Tring Road Works, Aylesbury.

1886

Hazell's Magazine, "written chiefly by and entirely for the staff," is started (November). This early House Organ attracts much attention, and the Press calls it a "unique publication."

Walter Hazell and his family visit Australia. He continues his study of emigration, both on behalf of the Colonial Office and the Self-help Emigration Society, which he has recently founded.

Shares of Letts, Son & Co., Ltd., the firm who invented the modern diary, purchased by HAZELL's, jointly with Cassell's.

1887

THE growing enthusiasm for sport among the employees brings HAZELL's United Amateur Athletic Club for the London Houses into being. The Club includes branches for Cycling and Rowing.

1889

W. HOWARD HAZELL enters the business. The extensive photographic printing and publishing business of Poulton & Son, of Lee, is purchased by HAZELL's.

The Firm begins to install electric light throughout their Works.

The Head Office is transferred to Creed Lane, Ludgate Hill.

The Aylesbury Printing Works Band is firmly established.

The Shah of Persia is present at a Torchlight Display given by local Fire Brigades, including HAZELL's, at Waddesdon Manor, Bucks. His Majesty describes the Display as the best thing of that kind he has seen next to the Crystal Palace fireworks.

1890

THE first Staff Share-purchase Scheme is started by Walter Hazell.

The A.P.W. Band plays for the first time in uniform (June 21st).

The system of fining employees for being late, &c., is abolished and the Provident Fund, which received all the fines, is recast.

1892

F. B. KING, Manager of the Long Acre business, retires.

1893

The Pall Mall Magazine is started, and is printed by HAZELL's. Rapid development of modern illustrated magazines follows.

HAZELL's agree to employ Trade Unionists.

1894

WALTER HAZELL enters Parliament as Liberal M.P. for Leicester.

The Firm experiment with the use of the phonograph as a means of corresponding verbally between London and Aylesbury, there being at that date no telephone service available in Aylesbury.

1895

HENRY JOWETT, first Manager at Aylesbury, dies, and is succeeded by R. J. Elliston, who had joined the Long Acre branch in 1889.

A new Machinery Hall is built at Aylesbury.

The Firm installs its first rotary machine at Kirby Street.

The first block of six cottages for employees erected at Aylesbury.

Mr. Ralph C. Hazell enters the business.

1896

HAZELL's take over the Agency for the sale of Esterbrook Relief and other Nibs.

Hazell's Magazine ceases after a brilliant career of ten years, the Staff having written themselves to a standstill!

£50,000 Preference Shares issued to the public.

1897

HAZELL's, who have been studying the problem of mechanical composition for many years, install linotypes at Kirby Street.

A large amount of the newest printing and binding machinery is bought for the London and Aylesbury works.

1898

THE advent of picture postcards ruins the Firm's photographic business, and it is closed.

Mr. H. B. Viney enters the business.

1899

GEORGE WATSON, senior, dies, thirty-two years after his retirement from the Firm, aged eighty-four.

1900

WALTER HAZELL is defeated in the "Khaki Election," the unsuccessful intervention of Ramsay MacDonald having split the Liberal vote. He decides to end his Parliamentary career.

Working hours reduced from fifty-four to fifty-two-and-a-half.

1901

THE Firm experiments with mechanical road transport (steam). The speed between Aylesbury and London is only 2¾ m.p.h., and the experiment is abandoned.

The Charles Street wing of the Kirby Street Works is built, and the Factory converted from steam to electric power.

The Creed Lane office is closed and the Head Office transferred to Long Acre.

1903

GEORGE WATSON retires, on account of ill-health.

Monotypes are installed at Aylesbury.

1904

MR. W. HOWARD HAZELL and Mr. J. Crowlesmith are appointed Directors.

Mr. Oscar V. Viney enters the business.

1905

MR. RALPH C. HAZELL appointed a Director.

Employees' Provident Fund establishes Old Age Pensions of 10*s.* a week.

1906

J. ELLIOTT VINEY dies, aged fifty-four.

New wing built at Aylesbury.

Old Jewry Branch opened.

1907

GEORGE WATSON dies, aged seventy-three.

New machine room built at Aylesbury.

1910

CONTRIBUTORY Pension Fund started for the Office and Administrative Staff.

Contract for the production of the Caxton Publishing Company's books secured.

1911

THE working week is shortened from fifty-two-and-a-half to fifty hours.

HAZELL's begin to print *Nash's Magazine.*

Further extensions at Aylesbury. Ink Factory rebuilt.

1912

PREFERENCE SHARE issue increased from £50,000 to £120,000.

1913

ROYAL WARRANT granted to the Company.

Mr. H. B. Viney appointed a Director.

1914

THE Seventy-fifth Anniversary of the Foundation of the Firm, and the Fiftieth Anniversary of the date when Mr. Walter Hazell joined the business, celebrated in April.

War declared August 4th.

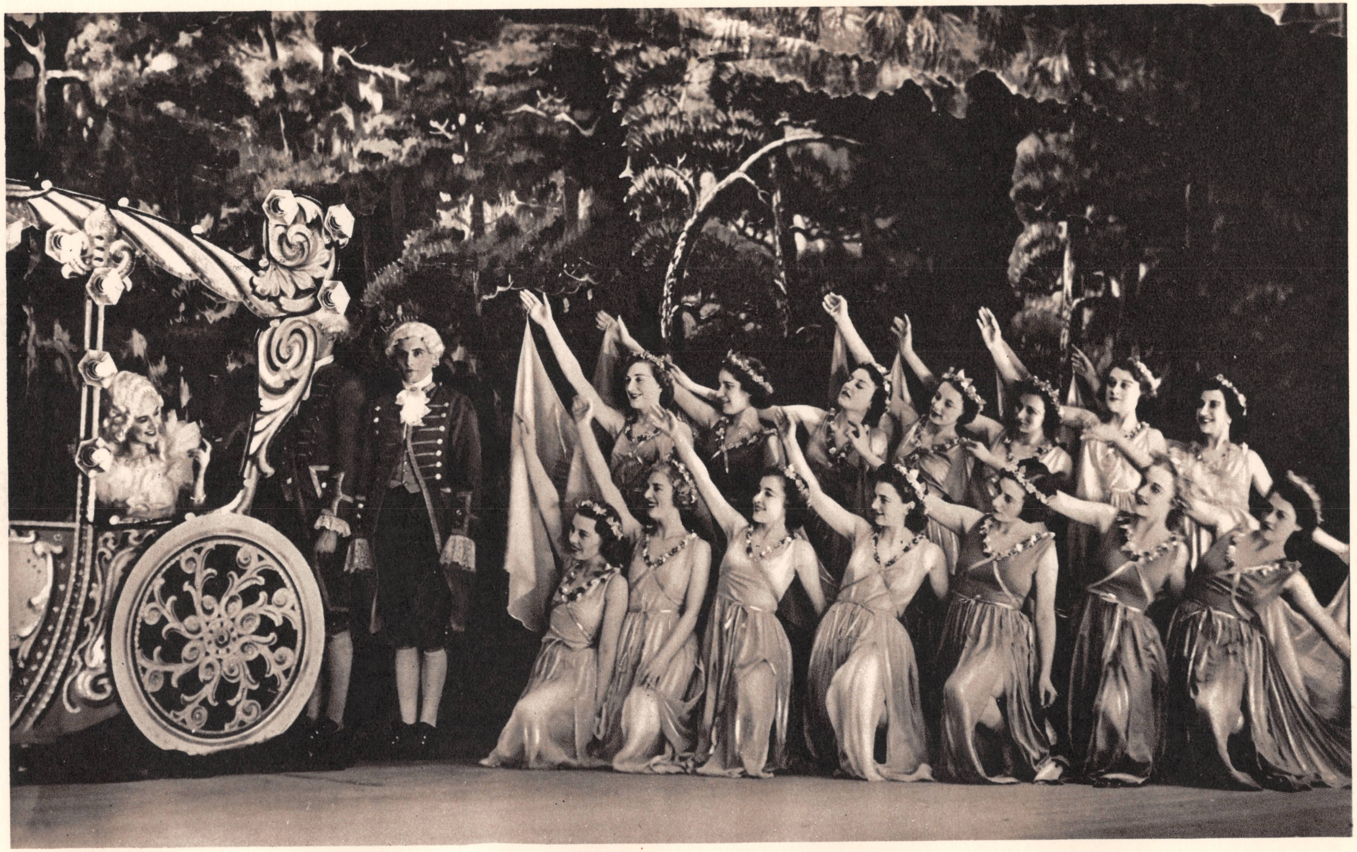
Number of employees who join His Majesty's Forces during the War, 481. Number who die on active service, 65. Number awarded decorations, 14.

1915

HAZELL's undertake munitions work at Kirby Street, which continues until the War ends.

1916

LETTS's Original Diaries adopt the trademark "Quikref," a hundred years after their invention by John Letts.



Hazell's Players Christmas Pantomime, 1938. The spectacular finale to Act I, with Cinderella (Irene Phipps) in her coach "on the way to the Ball." All the players and stage-staff are members of the Firm.

1918

ARMISTICE signed, November 11th.

1919

MR. WALTER HAZELL dies February 12th, aged seventy-six.

Mr. W. Howard Hazell appointed Chairman.

The working week is shortened from fifty to forty-eight hours. Holidays with pay are adopted throughout the Printing Trade.

1920

CAPTAIN (now Colonel) O. V. VINEY appointed a Director.

The business is reorganised to meet post-War conditions.

Kirby Street and Old Jewry Branches are closed and work transferred to greatly enlarged premises at Aylesbury and Long Acre.

Four floors added to Machinery Hall, and a large ground-floor machine room built at Aylesbury.

Twenty houses for employees erected at Aylesbury.

Additional storage premises rented for Long Acre business.

Authorised Capital increased and first issue made of 9,200 Employees' Ordinary £1 Shares. Additional £50,000 Ordinary Share Capital subscribed.

R. J. Elliston, J.P., Manager at Aylesbury, retires.

Hazell's War Memorial Garden opened at Aylesbury by the Marquess of Lincolnshire, Lord-Lieutenant of Buckinghamshire.

1921

MESSRS. HODDER & STOUGHTON having recently acquired control of the *Lancet*, HAZELL'S become the printers.

Long Acre War Memorial Tablet unveiled.

1922

Good Housekeeping founded, with HAZELL'S as printers.

1923

AYLESBURY Sports Ground opened.

1924

MAJOR H. B. VINEY resigns from the Board of Directors.

Mr. Raymond R. H. Hazell enters the business.

1925

EIGHT more houses for employees erected at Aylesbury.

1926

ROTARY machine room and new dispatch warehouse built at Aylesbury.

Aylesbury Offices extended.

Remaining shares in Letts Diaries Co., Ltd., purchased from Cassell's.

Issue of 10,149 additional Employees' Ordinary £1 Shares.

Numerous houses built at Aylesbury and sold to employees.

1927

OFFICES and wholesale stationery warehouse opened at 160 Shaftesbury Avenue, W.C.2, under the management of Mr. H. Evans.

1928

H.M. KING GEORGE VI, as Duke of York, visits HAZELL'S Aylesbury Works (July 2nd).

1929

MR. W. HOWARD HAZELL dies, aged fifty-nine.

Mr. Ralph C. Hazell appointed Chairman, and Mr. J. Crowlesmith Deputy Chairman.

Mr. T. R. Walker, who had entered the business in 1907, appointed Manager at Aylesbury.

Harper's Bazaar founded, HAZELL'S being the printers.

The Times, on October 29th, includes a FOUR-COLOUR SECTION, printed by HAZELL'S, in a Printing Number distributed with the ordinary issue of the paper.

1930

JORDAN & SONS, LTD., become associated with Hazell, Watson & Viney, Ltd., and Mr. Ralph C. Hazell and Mr. C. J. Mills join the Directorate of Jordan's.

1931

MR. RAYMOND R. H. HAZELL appointed a Director.

1932

MR. T. G. BERGIN, Manager at Long Acre, retires, and Mr. A. H. Fleetwood is appointed Manager.

Manufacture of Esterbrook Relief Nibs started in England.

1933

FURTHER enlargement of Aylesbury Works to accommodate additional machinery for large-scale book production.

Mr. Peter Hazell enters the business.

1934

THE printing business of Lakeman & Tucker, Ltd., purchased and transferred to Long Acre.

Syndicate Publishing Company, Ltd., acquired and established at Shaftesbury Avenue.

The Company begins to print *The Connoisseur.*

The Gas Times founded, with HAZELL's as printers.

Authorised Capital of Hazell, Watson & Viney, Ltd., increased to £900,000.

Issue of £105,000 additional Preference Shares.

1935

ISSUE of £30,000 additional Ordinary Shares.

The Company extend their magazine production by taking over the printing of *The Strand* and *Homes and Gardens,* as well as other work for the Newnes group.

New storage buildings erected at Aylesbury to increase warehouse accommodation.

Further enlargement of Aylesbury ground-floor machine room to accommodate new printing machinery.

Mr. Elliott Viney enters the business.

1936

NEW Club premises at Aylesbury opened by Lord Cottesloe, Lord-Lieutenant of Buckinghamshire. (The old Institute which it replaced had been in use for some fifty years.)

Mr. T. R. Walker is appointed a Director.

Photogravure printing business of Morbeck Gravure, Ltd., bought and removed in 1937 to a new building at Aylesbury.

1937

THE forty-five-hour (five-day) week is introduced.

Controlling interest acquired in Taylowe, Ltd., Slough, Carton Manufacturers. Mr. John Gunn becomes Chairman of Taylowe's.

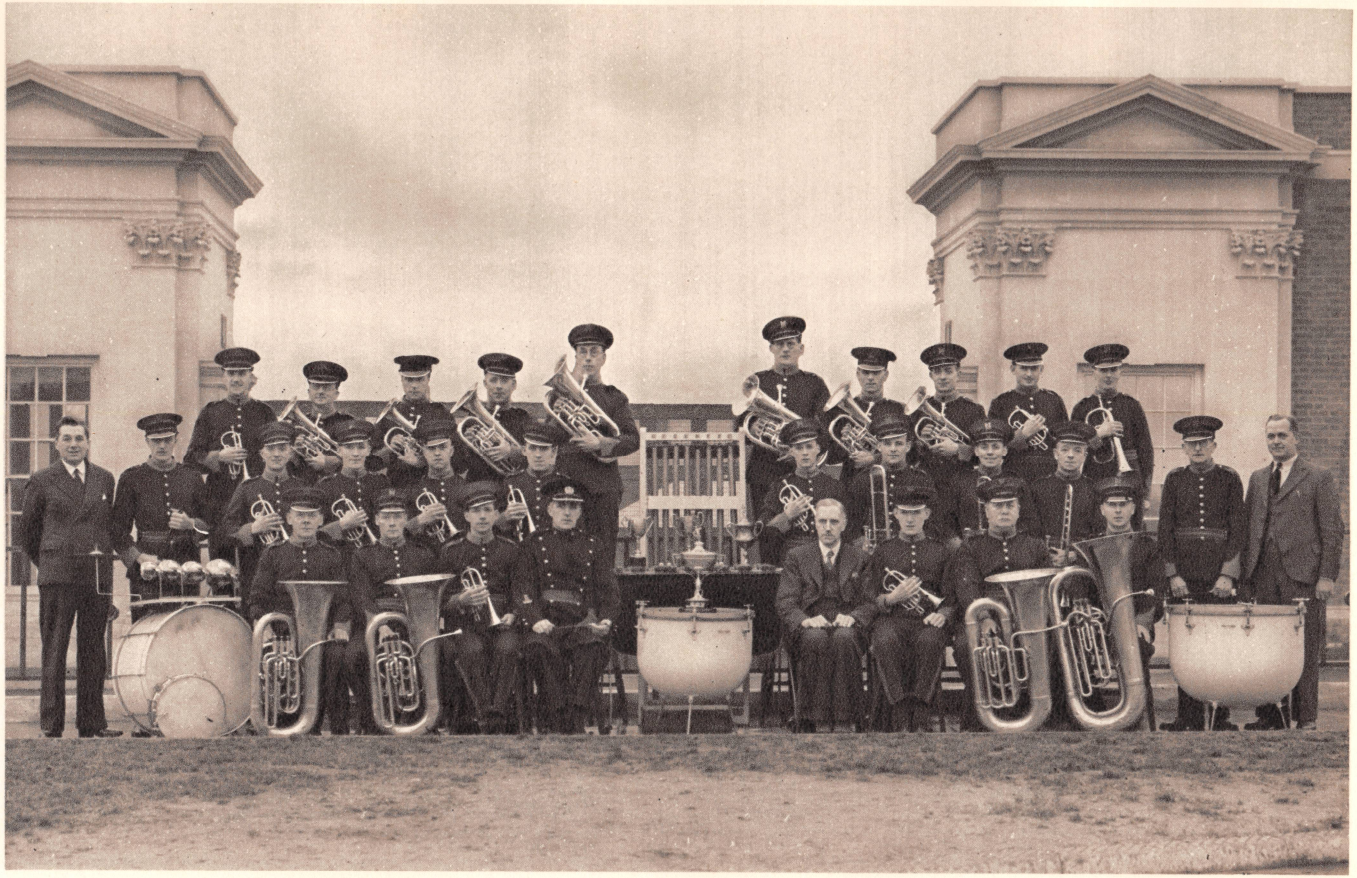
1938

MR. LAURENCE VINEY enters the business.

HAZELL's Printing Works Band gives its first broadcast (June 11th).

1939

CENTENARY of Hazell, Watson & Viney, Ltd., celebrated at the Company's Annual Meeting on June 22nd. In the Centenary year of the business, the assets of the Company, which has about 1,600 shareholders, exceed £1,000,000. The number of employees in all the branches of the undertaking has grown from 3 in 1839 to 1,700 in 1939.



Hazell's Printing Works Band today, with its conductor, J. Alderson. The Band first played in uniform on June 21st, 1890, and first broadcast just forty-eight years later.

APPENDIX III

HISTORY OF STAFF WELFARE AT HAZELL'S

IN the following pages are set out brief particulars of the facilities which have for many years past been offered to the employees for shareholding and other forms of saving, and also for recreation.

The Firm frequently receive requests for information regarding their Welfare arrangements, and from time to time brochures have been printed containing details of this side of the Company's activities. This appendix contains the most up-to-date information available in print and supersedes the pamphlets previously issued. The Directors are always ready and willing to answer questions from those who are interested in this subject.

For over sixty years various opportunities for saving have been given to the staff in order to encourage the habit of thrift. These efforts have been much appreciated by the employees, and have all been based on facilities being given for small sums to be set aside weekly, generally by deduction through the wages book. The Company carry out the clerical work of nearly all the funds without making any charge, and they, or Trustees, are responsible for all moneys subscribed.

The Sick Funds receive no financial support from the Company, but the annual grants to the Provident Fund and Staff Pension Fund, to the Canteens and to the Sports Club and other amenities for the benefit of the staff, amount to very considerable sums. The loans under the Thrift Fund scheme are all ultimately refunded to the Company.

SHAREHOLDING BY EMPLOYEES

As the business has been a Limited Liability Company for over fifty years, it has been possible to allow the employees to become part proprietors. On several occasions Ordinary Shares in the Company were offered at about three-fourths of their current market value to the employees by the late Mr. Walter Hazell and the late Mr. George Watson. A considerable number of shares was applied for under these schemes, and the employees were only too pleased to buy shares on such very favourable terms.

The first sale of shares to employees was made without any restriction on their resale, and it was found that in the course of time, when the owners needed money, the shares were sold in the open market, at a substantial profit. As the object of the scheme was to retain the shareholding in the hands of those who are actually working in the business, when subsequent issues were made steps were taken in the manner described below to ensure this.

When the capital of the Company was increased in 1920, the Directors obtained power to issue, when desirable, 50,000 "Employees" Ordinary £1 shares. These shares are issued for cash or can be purchased by weekly instalments by arrangement. While the instalments are being paid the purchaser receives no interest on the instalments, but if he dies before they are completed, no further payments are made, and the Company makes a gift of the balance of the instalments on the shares to the purchaser's heirs. When the instalments are completed a share certificate is issued to the worker and he receives the same dividends and has the same voting rights as the ordinary shareholders, but there is a restriction on the free sale of the shares. When an employee shareholder leaves the Company and is over the age of fifty, he may retain the shares for his life, and leave them to his widow for her lifetime, if he wishes. If he leaves the employment of the Company before the age of fifty, or if he wishes to sell the shares at any other time, he must offer them to the Directors, who find another employee willing to purchase at par—the price originally paid for the shares. If the Directors cannot find an employee willing to purchase at par, the holder may sell the shares to anyone at any price he likes, but this purchaser, when he wishes to sell, must again offer the shares to the Directors, who find an employee willing to purchase at par. In this way the "Employees" shares, provided the profits of the Company are reasonable, will always be held by the employees.

In 1920, 9,200 of these shares were applied for and issued. Subsequent issues made from time to time have brought the total of "Employees" shares up to over £30,000. In addition, the employees hold a considerable number of Ordinary and Preference shares, and it is estimated that the present nominal value of the shares held by employees is about £70,000, and at market prices the value is greatly in excess of this figure.

There has always been a waiting list of employees who are anxious to obtain these shares. This form of share purchase has been greatly appreciated by the employees, and is a most satisfactory form of encouraging thrift and co-partnership.

PROVIDENT FUND

This Fund was inaugurated in 1879 in order to provide various benefits for the employees of the Company. In June 1939 there were about 1,200 members of the Fund, and the total funds exceeded £66,000. The capital of the Fund has been accumulated chiefly from donations made by the Company, supplemented by some gifts and legacies.

The Fund consists of two sections.

The Benefit Section is worked on a contributory basis, and all benefits, other than pensions, are paid out of the income or capital of this section of the Fund.

The Pension Section, which is non-contributory, consists solely of substantial grants made to it by the Company, and the only expenditure is for pensions.

The administration of the Fund is controlled by a Trust Deed. In 1938 the H. W. & V. Provident Fund Trust Ltd. was formed, with powers to hold the investments of the Fund, and to nominate four members of the Trust Company as trustees of the Fund. The Directors of the Company also have power to nominate three employees as trustees. The remaining seven trustees are elected annually by the members from among themselves.

Members of the Fund are entitled to the following benefits:

On the death of a member the sum of £20 is paid to the representatives of the deceased. A further payment of £6 for the first child under sixteen years of age and £5 for each additional child under the age of sixteen is also made. The Trustees also, at their discretion, make grants to members for prolonged sickness or any special calamity.

Pensions are granted to members, at the discretion of the Trustees, on their retirement after reaching the age of sixty. The majority of these pensions are at the rate of 15*s.* per week, but a few pensioners whose service has been comparatively short receive less than this sum, with a minimum of 10*s.* per week.

At the present time ninety members are in receipt of pensions.

Membership of the Fund is voluntary, but practically all employees who are eligible to join the Fund have done so.

The rates of subscription vary from 3*d.* to 9*d.* per week according to the age of the employee on joining the Fund.

THE STAFF PENSION FUND

THIS Fund was established in 1910, for members of the Office and Administrative Staff, and is designed to assist by contributions from the Company those whose earnings enable them to make substantial savings on their own account to provide for their retirement.

Membership of the Fund is open to male and female employees of the Firm who are over twenty-five years of age and belong to the Office or Administrative Staff, and at the time of joining the Fund have been in the service of the Firm for not less than six months. All admissions to membership are subject to the approval of the Directors.

Contributions by the members accumulate at 4 per cent. compound interest, and each year the Firm pays into the Fund a sum sufficient to provide a 100 per cent. bonus on the members' savings.

On December 31st, 1938, there were 125 members, whose accumulated contributions, together with interest and the Firm's bonus, amounted to a total of £54,500.

If a member retire after reaching the age of fifty-five, provided he has at the date of retirement either completed twenty years' service or attained the age of sixty, he is entitled to receive his savings plus compound interest, together with the Firm's 100 per cent. bonus. He will draw the benefit in cash, which may be converted into a pension if desired. If the member leave the Firm before reaching the age of fifty-five, he is, in any case, entitled to receive all his own savings plus compound interest, and in certain circumstances he may also receive part or the whole of the 100 per cent. bonus from the Firm.

The Trustees are the Directors and members of the Fund elected from among themselves.

Since the H. W. & V. Staff Pension Fund Trust Ltd. was formed in 1938, this Company acts as the Investment Trustees of the Fund.

WALTER HAZELL TRUST FUND

THE late Mr. Walter Hazell, in order to commemorate the jubilee of his association with the Company, created this fund by a Deed of Trust on August 23rd, 1913, and handed to the Trustees shares in Hazell, Watson & Viney, Ltd., to the value of £5,000. The sum at the disposal of the Trustees has been considerably augmented by donations made from time to time by the Company, in order to extend the usefulness of the Fund, and to assist special cases of hardship. Mr. Hazell appointed his sons as Trustees of the Fund, and he desired that the income of the Fund should be used to render assistance to employees, past and present, in various ways which are not within the scope of the Provident and other Funds connected with the Company. The Trustees, who now include a grandson of Walter Hazell, have wide powers to use the income of the Fund in whatever way they consider best, but the Trust Deed mentions the following as specially deserving assistance:

1. Widows and orphans of employees.
2. Employees leaving the Company through slackness, and unable to find other work.
3. Boys and girls whose wages are insufficient to support them or whose parents are dead or unemployed.
4. Loans for emigration or migration.

The Trustees have extended the scope of the Fund from time to time. They also administer a Scholarship Fund, which makes grants towards the cost of secondary education for the children of employees.

During the twenty-five years of its existence the Trustees of the Fund have made grants which have been greatly appreciated, amounting in the aggregate to a very substantial total. The assets of the Fund, including capital and accumulated income, now amount to about £20,000.

THRIFT FUND

Any employee who has made an effort to save and to whom a loan of a moderate amount would be of considerable assistance is eligible for a loan from the Company, to be repaid by instalments, with interest at 4 per cent. per annum. Loans are granted on condition that the money is to be used for some definite purpose, such as purchasing a house, buying shares in the Company, or in some way increasing the applicant's capital. To qualify for a loan, the borrower must provide reasonable security. A small life-assurance premium is added to the amount repayable, and in this way the borrower's life is insured for the amount that is still unpaid should his death occur while the loan is running, and if he dies the house, or other property that has been purchased with the loan, is transferred to his heirs free of further charge.

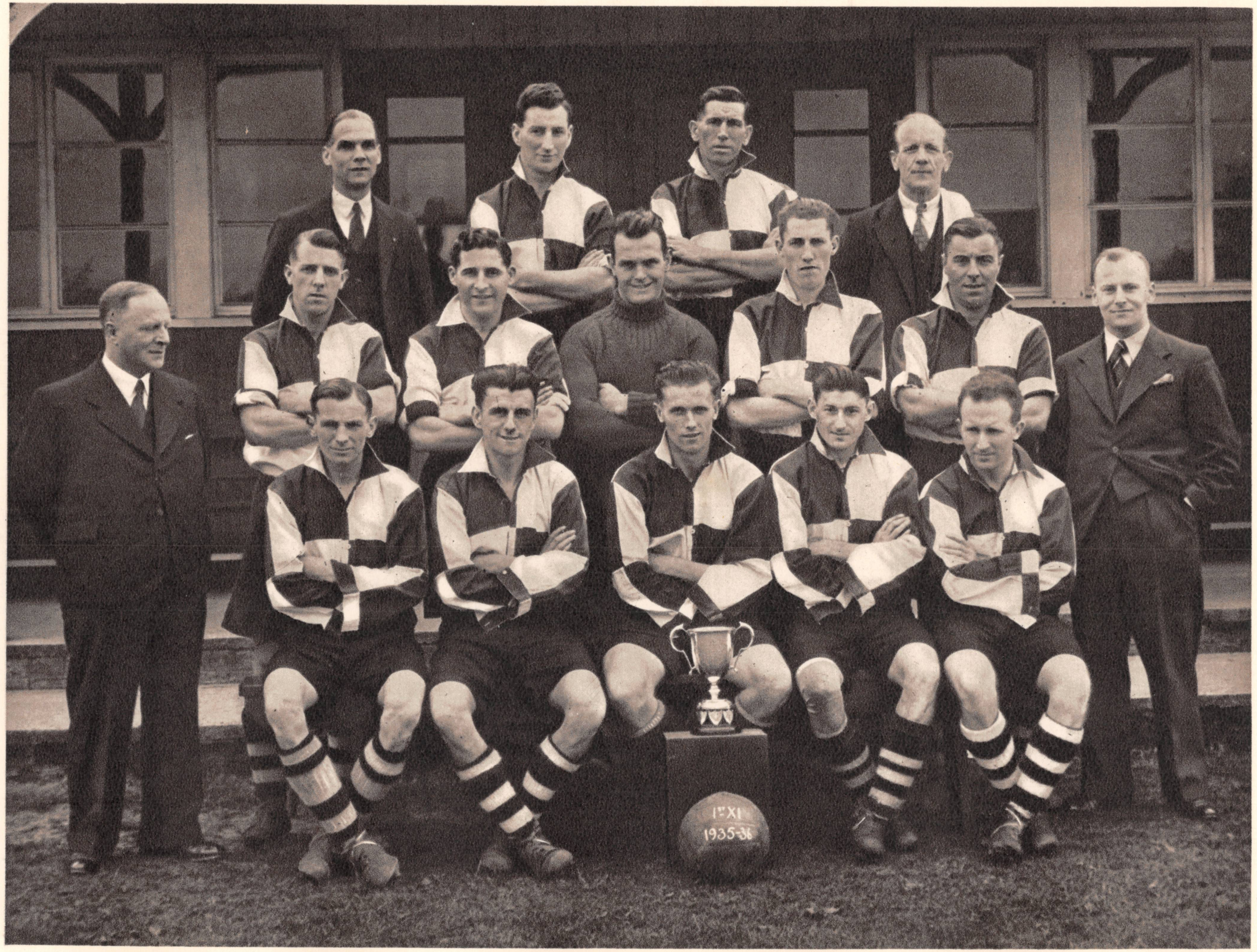
Up to March 31st, 1939, loans have been made amounting to £52,600, of which £48,400 has already been repaid. More than 100 houses have been purchased under this scheme.

NATIONAL SAVINGS ASSOCIATION

During the War active Savings Associations were started in all the Company's Works, the members subscribing for the 15*s.* 6*d.* War Saving Certificates. At the Long Acre Works there is now a National Savings Association.

SAVINGS BANK

The Savings Bank was founded in 1876. It had a most successful career for over fifty years, the deposits, which earned 4 per cent. interest, amounting in 1932 to



Hazell's Football XI of the 1935-36 season who were champions of Division 2 (Western Section) of the Spartan League. The captain of the XI was G. Kilpin.

about £26,500. In that year the Directors felt that, in view of the greatly increased banking facilities offered by the joint stock banks, it was no longer desirable to continue to conduct their own bank. Arrangements were accordingly made to transfer each depositor's account to a " Home Safe " account at a bank, but the Directors agreed to continue the existing facilities for deducting sums from employees' wages, paying the money weekly into each individual's account. This arrangement continues to work smoothly, and large numbers of the employees avail themselves of it.

In order to encourage the younger members of the staff to save money, the late Mr. Walter Hazell left to his Trustees a sum of money, the income from which is devoted to opening accounts for the junior members of the staff who are under the age of eighteen and have completed three months' service with the Company. A Home Safe account, with an opening deposit of 5*s.* as a " next-egg," is given to these employees, who are invited to add a small amount weekly by deduction from their wages.

CHRISTMAS PRESENTS TO EMPLOYEES

It has long been the custom of the Directors to make gifts at Christmas to the employees who have been with the Company for more than four years and who are over twenty-one years of age. Each individual can choose a gift of either a joint of meat, a box of tea, or a packet of groceries. The Directors and their wives distribute the parcels just before Christmas, when they have an opportunity to shake hands with and express their good wishes to the employees individually.

LEGAL ADVICE

Employees are sometimes in difficulty and need legal advice. The Company's solicitors in London and Aylesbury kindly undertake to give preliminary legal advice, without fee, to any of the Company's employees, provided no expense is incurred by the preparation of documents, attendance in court, &c.

HOUSES AT AYLESBURY

The position regarding houses at Aylesbury became acute soon after the conclusion of the Great War. When demobilisation took place and the factory was considerably enlarged, more employees were required, at a time when the housing shortage was at its worst. To ease matters, the Directors decided to build twenty houses. Owing to the very high cost of building prevailing at that time, the experiment proved a very costly one for the Company. Subsequently, in 1925, when the price of building dropped very considerably, a further eight houses were built. In 1927 the Company commenced building houses in small blocks for sale to employees, who borrowed the necessary capital through the Firm's Thrift Fund. This experiment proved successful, and several houses were built and sold in this way; subsequently, specialised firms of builders have built a considerable number of houses on land bought from the Company and have sold them on building society instalment terms to the Company's employees.

THE WAR MEMORIAL GARDEN

Facing the Aylesbury Works is a corner site which belongs to the Company, on the main road leading to the town. The Directors considered that this site would be a most suitable place on which to erect a monument to employees who had died in the War, and to make the little garden a permanent memorial of their sacrifice. The garden contains some fine trees, and has been laid out with lawns, shrubs, and flowers. The late Mr. Walter Hazell left a sum of money to pay for the permanent upkeep of the garden. The monument was unveiled by the Marquess of Lincolnshire, then Lord-Lieutenant of Bucks., on November 20th, 1920. The local clergy and a large gathering of employees and townsfolk took part in the impressive ceremony, and a guard of honour was formed by employees who had served in His Majesty's Forces. A bronze memorial tablet, on which are engraved the names of those who lost their lives, is also placed in the main office of the Company's London Works.

During the War 481 members of the staff joined His Majesty's Forces, and 65 of them made the great sacrifice of their lives in defence of their country.

Major H. B. Viney and Sergeant-Major Sirett were awarded the Military Cross; Private H. F. Baldwin, Sergeant E. Bridges, and Sergeant F. Gurney received the Distinguished Conduct Medal; Company Sergeant-Major B. Bitton, Private H. Brooks, Sergeant J. Goldswain, Corporal F. A. Hicks, Corporal E. Roberts, Corporal T. W. Vincent, Corporal R. F. C. Wilkins, and Lance-Corporal S. Williams received the Military Medal; and Sergeant W. Worboys was given the Meritorious Service Medal.

TERRITORIALS

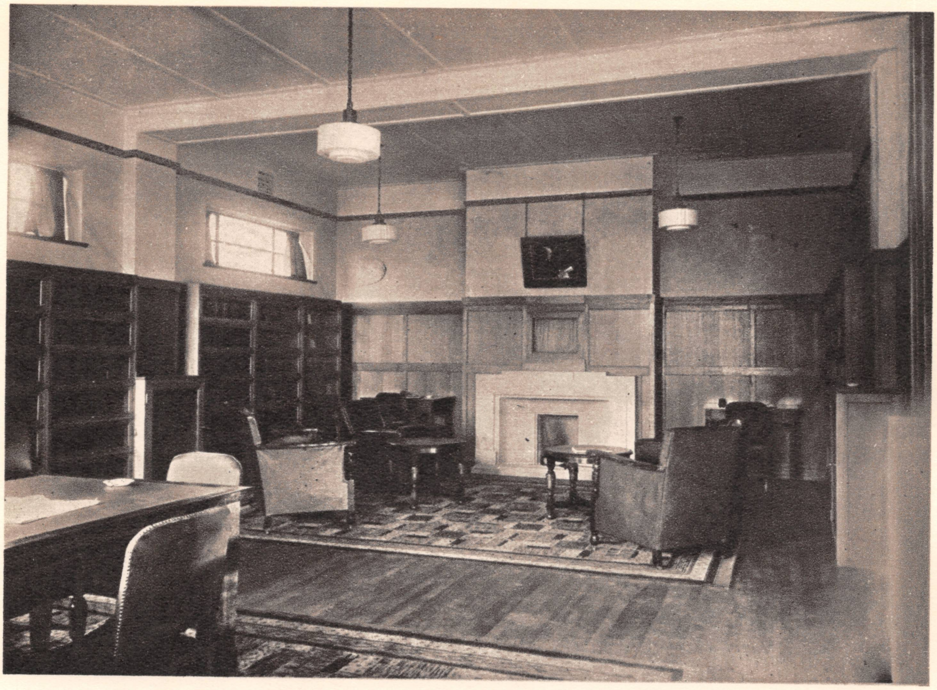
A CONSIDERABLE number of employees belong to the Bucks. Battalion of the Oxford & Bucks. Light Infantry and to the local battery of the Berks. & Bucks. Field Artillery. Recently, in view of the appeal for National Service, the Firm have granted territorials their full holiday with pay in addition to their fortnight's camp, and during the latter they are supplementing the pay so that no man shall be financially out of pocket.

FIRE PREVENTION

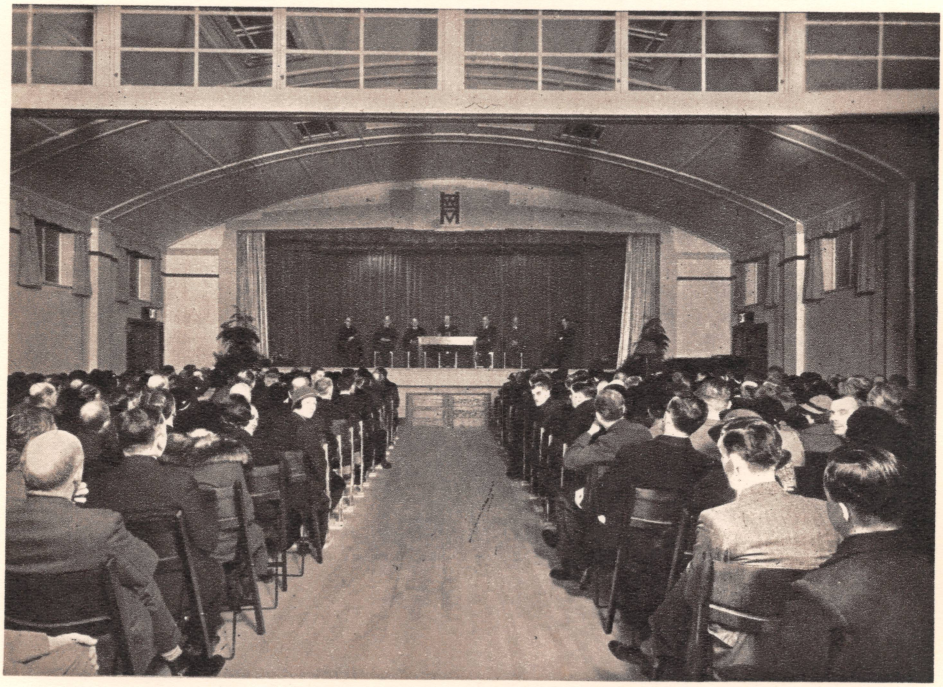
IN the past printers' premises were usually considered to be a rather dangerous fire risk, but modern developments have considerably reduced the danger of fire. All the Company's Printing Works are protected by efficient sprinkler installations, which on at least one occasion have proved of great value. A fire broke out one Sunday afternoon in the Long Acre premises which was speedily extinguished by the sprinklers. All the later buildings erected by the Company are of the best modern type of fire-resisting construction.

A further security against damage by fire at Aylesbury is obtained by a Works Volunteer Fire Brigade equipped with a powerful motor pump and a complete range of modern fire-fighting equipment. Monthly drills of the Fire Brigade are held, when the hoses are run out and connected with the street mains. The fire-alarm system is connected to the firemen's houses for use in the event of an emergency arising after working hours. Periodically, joint drills are held with the Aylesbury Borough Brigade to enable the town organisation to become acquainted with our hydrant system and to ensure successful co-operation between the Brigades. As a further means of maintaining efficiency, the Works Brigade frequently competes in competition drills against the best Brigades in the Home Counties and has won several trophies.

The Fire Brigade at Long Acre has recently been reorganised, and at all of the



The Reading Room of Hazell's Club at Aylesbury, which was panelled and equipped in memory of Walter Hazell. It contains the Club's circulating and reference library, which are very well patronised.



A photograph of the Opening of the Theatre in Hazell's Club, Aylesbury. (The seating can easily be removed for dances.)

Company's Offices members of the staff have recently undergone courses of training in A.R.P.

ALLOTMENTS AND GARDENS

FOR over fifty years the Directors have encouraged the holding of allotments by the employees at Aylesbury, and as these allotments are within a stone's-throw of the Works, the employees have many opportunities of enjoying this healthy and profitable recreation. There are now about ten acres of the Company's land laid out for this purpose. The holdings average eleven poles, but they vary in size from twenty-five poles, held by the enthusiasts, to five and a half poles, cultivated by those who are less enthusiastic gardeners or who have smaller families to provide for.

SUMMER OUTINGS AND BOYS' CAMPS

DURING the summer most of the departments arrange for a visit to some place of interest, travelling either by train or charabanc and ending the day with a tea or concert. For the last four years camps have been run for boys under eighteen, and use has been made of the railways' "Camping Coaches," which have proved very suitable for the purpose. About fifteen to twenty boys have attended and the cost has been kept down to a minimum. Both North Wales and the Yorkshire coast have recently been visited in this way.

HAZELL'S CLUB, AYLESBURY

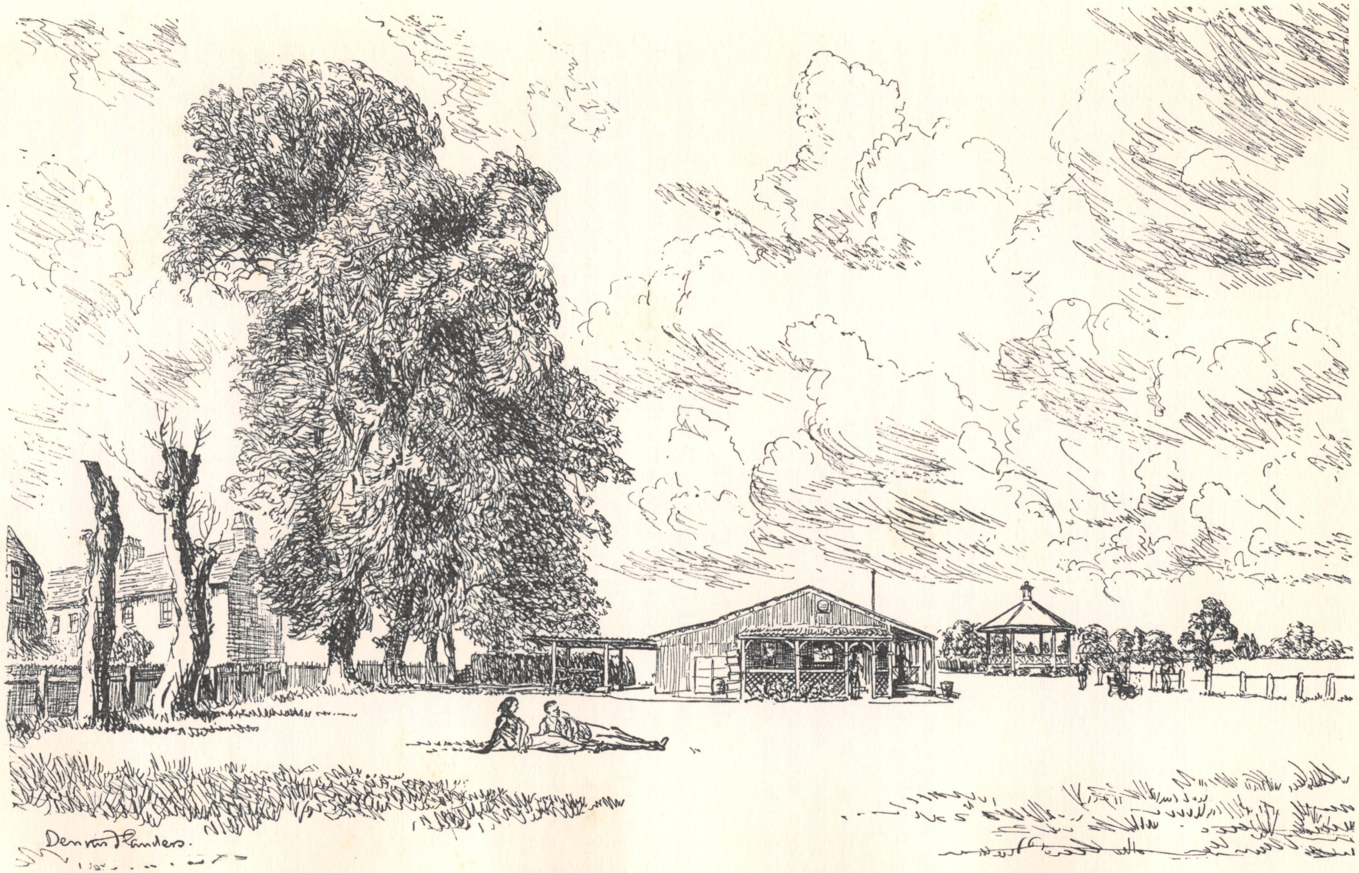
HAZELL'S Club was formed in 1922, at Aylesbury. The various institutions which had been very active in the past were then included in this Club, which is controlled by a Council of the employees, under the chairmanship of one of the Directors. The various sections are represented on the Central Council, and the Firm grant to the Club a fixed sum per annum, which the Council spend as they think most desirable in the general interest of the members.

All employees are eligible for membership at a small weekly subscription, which secures to them the privileges of the Club and the right to enter the Sports Ground. If members wish to take part in any of the activities of the different sections, they pay an additional subscription, and some members pay an "Omnibus" subscription, which entitles them to membership of all sections.

THE CLUB

THE Club building in Britannia Street was erected in the autumn of 1935 and was formally opened on January 11th, 1936, by the Rt. Hon. Lord Cottesloe, the Lord-Lieutenant of Bucks. It contains a large hall, capable of seating 450 people, and a very up-to-date and well-equipped stage; the hall is frequently used as a theatre, and is also in almost continual use for dances, bridge drives, and concerts. There is also a comfortably furnished Library and Reading Room, a Billiards Room, a licensed bar and men's Club Room, whilst upstairs there are separate Club Rooms for girls and boys under eighteen. In addition, there is the resident caretaker's flat.

When the Club was being built, donations were received from several sources in


Dennis Flanders.

A corner of HAZELL's Sports Ground at Aylesbury, showing the Pavilion and, in the distance, the Bandstand, which is often occupied by the Staff Band, who have broadcast several times in recent months (1939).

memory of former Directors of the Company. This made it possible to equip the Club more completely than would otherwise have been practicable.

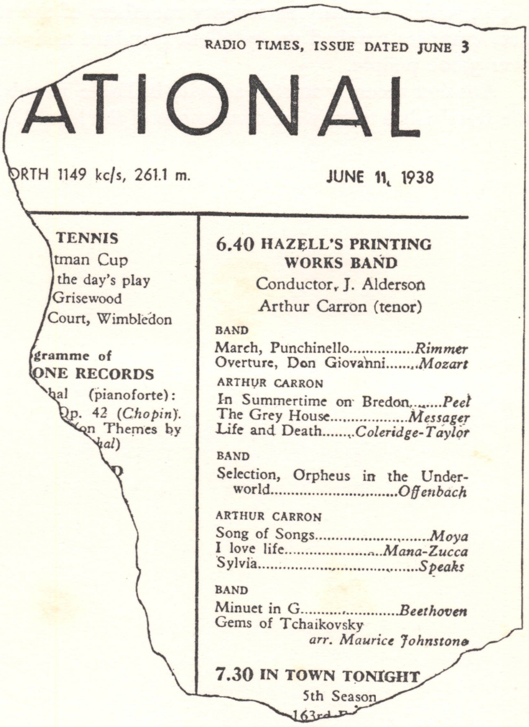
SPORTS GROUND

The Sports Ground was opened on June 9th, 1923, to take the place of the old ground, which had become inadequate. The new ground in Victoria Street covers an area of nine acres and comprises football and hockey pitches, a cricket pitch, five tennis courts, a full-size bowling green, and a putting green. There is also a playground for children of employees. A pavilion on the ground is fitted with dressing-rooms, a kitchen, and a refreshment bar, which is open in the summer; there are also smaller shelter pavilions for the Bowls and Tennis sections. Recently the old football field has been reopened to cope with the increasing fixture list. Of the games sections, the Football has the largest membership, and on many Saturdays during the season four teams are in the field. In 1935–6, the 1st XI were champions of Division II, Western Section of the Spartan League; following on this a stand was erected. The Reserves', Colts', and Minors' teams all compete in local leagues and in cup competitions.

Both a ladies' and men's team are run by the Hockey section, which has been very successful lately. The Cricket section has two teams in the field, and, as well as playing the local sides, also visits some printing and publishing houses in London. The excellent bowling green is well filled every evening in the summer and has been used for county matches on many occasions.

Lawn Tennis is another game which has been rapidly increasing in popularity, and here again both ladies', men's, and mixed matches are played.

The Swimming section meets weekly in the local baths in the summer, but the recently-formed Cycling section keeps up its activities all the year round.



RADIO TIMES, ISSUE DATED JUNE 3

ATIONAL

RTH 1149 kc/s, 261.1 m.

JUNE 11, 1938

TENNIS
tman Cup
the day's play
Grisewood
Court, Wimbledon

gramme of
NE RECORDS
hal (pianoforte):
p. 42 (*Chopin*).
n Themes by
hal)

6.40 HAZELL'S PRINTING WORKS BAND
Conductor, J. Alderson
Arthur Carron (tenor)

BAND
March, Punchinello................*Rimmer*
Overture, Don Giovanni........*Mozart*

ARTHUR CARRON
In Summertime on Bredon.........*Peel*
The Grey House..................*Messager*
Life and Death........*Coleridge-Taylor*

BAND
Selection, Orpheus in the Underworld.............................*Offenbach*

ARTHUR CARRON
Song of Songs..............................*Moya*
I love life.......................*Mana-Zucca*
Sylvia.......................................*Speaks*

BAND
Minuet in G.........................*Beethoven*
Gems of Tchaikovsky
arr. Maurice Johnstone

7.30 IN TOWN TONIGHT
5th Season

Programme of the first broadcast of Hazell's Printing Works Band, Saturday, June 11th, 1938, reproduced by courtesy of *Radio Times*. The Band has broadcast regularly since their first engagement.

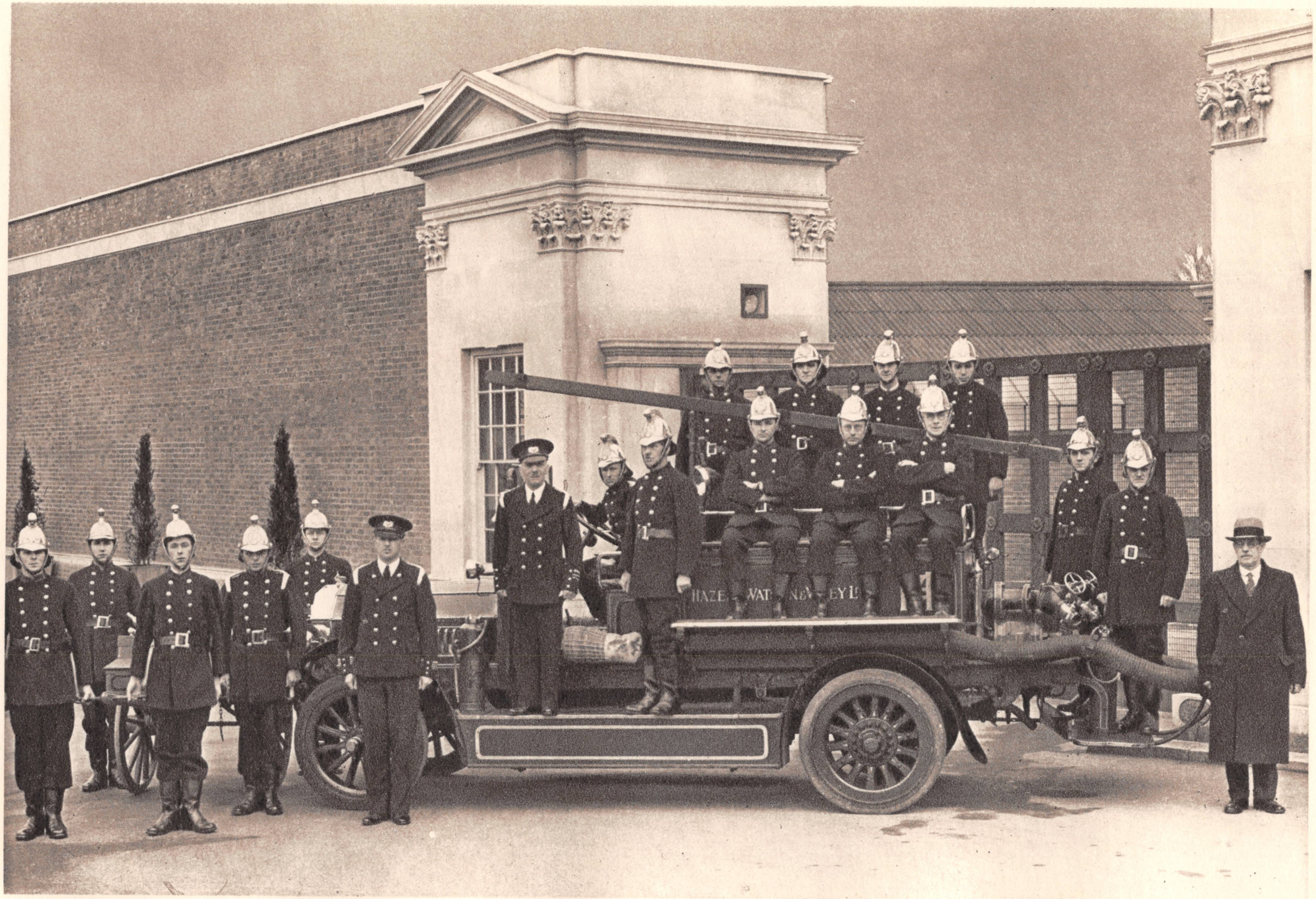
Facilities are given by the Firm for the younger members to attend gymnastic classes run by the local authorities.

OTHER CLUB ACTIVITIES

THE Works Silver Band has made great strides recently, and it was a notable occasion for them and for the Firm when it first broadcast from the B.B.C. on June 11th, 1938; since then it has been heard on the air regularly. This has been widely appreciated, not only in Aylesbury, but by many old employees of the Firm all over the world. The Band also enters for some of the open festivals and is frequently heard locally.

The Dramatic section, known as "Hazell's Players," has been able to extend its activities considerably since the new Club was opened, with its very up-to-date lighting and stage equipment. At Christmas in the last two years pantomimes have been put on, in which as many as seventy members of the staff have acted or assisted. These performances reached an excellent standard and were seen, during the week's run, by over 3,000 people.

Another recently started activity is Table Tennis, and two teams are run; in 1938–9 the Boys' Club team were champions of the local Division II.



HAZE WAT NEY LTD

The Aylesbury Works Fire Brigade, with its Chief Officer, L. G. White, and First Lieutenant, W. E. Bateman.

APPENDIX IV

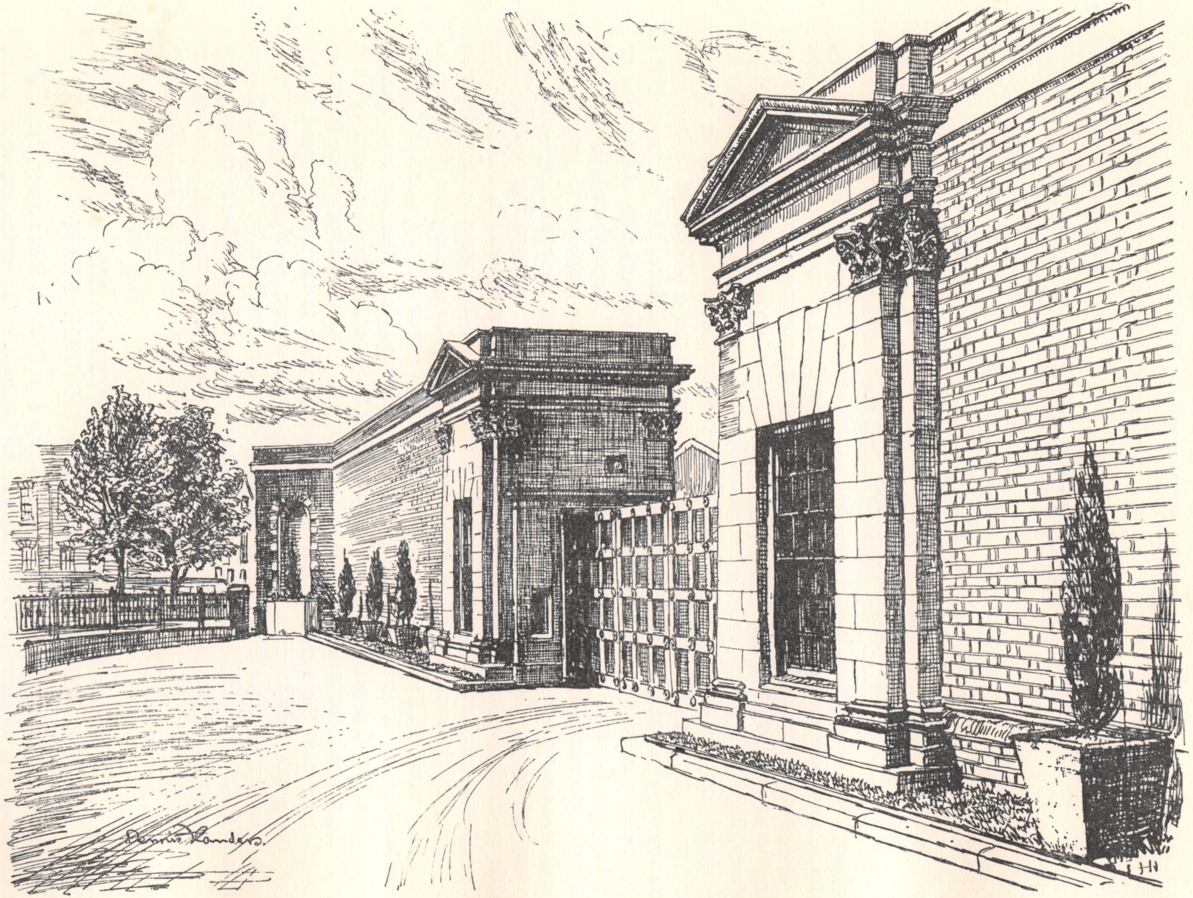
MISCELLANEA

GREAT FIRE IN HATTON GARDEN

"ON Tuesday morning [Dec. 14th, 1869], about ten o'clock, a fire, involving great damage, broke out in the warehouse connected with the premises of Messrs. Watson and Hazel [*sic*], Hatton-Garden, the extensive printers and publishers. The building in which the disaster occurred is three stories high, the ground floor being used as a store and machine room, and the two other floors as composing rooms. The fire originated at one end of the lower room used as a warehouse, and in which there were piles of printed papers, between 600 and 700 reams, including issues of the *British Workman*, *Band of Hope Review* and other monthly publications, of which Messrs. Watson and Hazel are the printers, all of which were destroyed, either by fire or water. The type in the composing room was soon reduced to the condition of molten lead. From the very inflammable nature of the materials in the place, the progress of the flames, as may be readily imagined, was very rapid; and the workmen, of whom there were between 80 and 100 on the premises at the time of the outbreak, had hardly sufficient opportunity to make their escape. However, they managed to get clear off without sustaining any personal injury. Some of them lost their clothing—coats for instance—of which they had divested themselves upon commencing work. The machinery being at the remote end of the ground floor opposite that in which the fire broke out, was comparatively little injured, the progress of the flames in that direction being barred by the immense volumes of water which eight or nine engines ejected on to the burning mass. The total damage done is roughly estimated at £3,000 or £4,000, but on Wednesday, it was not, of course, exactly ascertainable. The firm is insured in several offices. Other publications now printed on the premises, besides those we have already mentioned, comprise several local newspapers. Efforts will of course be made forthwith to reprint the monthly publications, which were to have been issued at the end of the month, and to meet the requirements of the public in other respects. The premises run out of Charles Street to the back of other extensive buildings in Kirby Street and Old Saffron Hill, but the firemen managed to confine the fire to the property in the occupation of Messrs. Watson and Hazel. About noon the conflagration was all but extinguished. The origin is unknown."—*Holborn, St. Pancras and Bloomsbury Journal* (½*d.*), December 18th, 1869, page 3.

SEVENTY-FIFTH ANNIVERSARY
OF THE FOUNDATION OF THE FIRM

AN interesting gathering was held on April 3rd, 1914, at Prince's Restaurant, Piccadilly. The Directors invited some of their principal customers and the senior members of the



Exterior view of the Company's latest extension at Aylesbury. This building was erected in 1937 to accommodate the new Photogravure Department and additional letterpress printing machinery.

staff to a dinner, to celebrate the seventy-fifth anniversary of the founding of the Firm and the fiftieth anniversary of the date when Mr. Walter Hazell joined the small business in Kirby Street, Hatton Garden. About 220 guests sat down, and interesting speeches were delivered by the late Mr. Walter Hazell, the late Sir John Murray, K.C.V.O., D.L., the late Right Hon. Sir T. Vezey Strong, K.C.V.O., Mr. (now Sir) James F. Remnant, Bart., M.P., and Mr. Lionel N. de Rothschild, M.P., the then members of Parliament for the divisions where the Works are situated. Sir John Murray's reminiscences extended over a long period, and he referred to the fact that the business dealings of the Company with many of their customers had lasted for more than two generations.—*Adapted from a Contemporary Report.*

EMPLOYEES' LONG SERVICE PRESENTATIONS

IT has been the custom for many years for the Directors to present a gold watch or similar gift to any employee who has completed fifty years' unbroken service. Records of earlier days are not absolutely reliable, but it is hoped that the following list of sixty-two past and present employees who have achieved this distinction is substantially complete.

Allen, G.
Andrews, H. H.
Atkins, H.
Atkinson, S.
Bailey, H. J.
Barrett, W. H.
Bartlett, J. R. A.
Bray, J.
Brett, W. H.
Brooks, W.
Carter, S.
Collings, T.
Dunn, G.
Dunning, E.
Durley, W.
Fenn, F. T.
Fleetwood, A. H.
Foy, G.
Glenister, G.
Gunstone, A.
Heritage, T. G.
Hicks, G.
Hicks, J.
Hinton, J.
Houghton, J.
James, J. R.
Jay, E.
Johnson, W.
Johnstone, H. C.
Knight, G. H.
Landon, T.
Leeder, S. T.
Lines, H.
Malin, W.
Mason, A.
Mears, Miss M. A.
Moore, T.
Moscrop, R.
North, J.
Oakley, A. C.
Overell, W. E.
Palmer, W. H.
Paramor, R. W.
Paxton, F. G.
Payne, F.
Piddington, W. A.
Pocock, A.
Poulton, Miss A. M.
Reader, C.
Rickard, W. T.
Roche, J. F.
Scott, W. T.
Shackell, F.
Shaw, H.
Slade, J.
Southam, J.
Speed, J.
Stevens, G.
Walker, T.
Wheeler, T.
Whitby, J.
Young, T.

SELECTED IMPRINTS

In studying the history of a printing firm, imprints are of considerable importance. They enable one to achieve what Dr. Johnson calls " certainty of facts and stability of dates," and many facts in this history, which need not be detailed here, have been gathered from HAZELL's imprints.

The following represent only a fraction of the imprints the author has examined, but they are sufficient to show important changes; they start with the earliest one that can be traced:

JANUARY 1851

Published monthly, Price One Halfpenny, by PARTRIDGE AND OAKEY, London; . . .
Printed by GEORGE WATSON, 5, Kirby Street, Hatton Garden, London.

From *The Band of Hope Review.*

1855

Printed by GEO. WATSON, Kirby St., Hatton Garden.

From *The British Workman.*

1859

London: Printed for the Society by J. W. Roche, 5, Kirby Street, 1859.

From the title-page of the earliest known dated book printed at George Watson's Works, *Transactions of the Pathological Society of London.* Roche was the Works Manager who held the contract for printing the *Transactions.*

1864

London: Printed by George Watson, 5, Kirby Street, Hatton Garden.

From *The Alexandra Magazine.* This imprint shows that the taking into partnership of Walter Hazell (January 1864) did not change the Firm's style.

1867

Printed by Watson and Hazell, London and Aylesbury.

From *Lamps, Pitchers, and Trumpets*, the earliest known book showing the style of the Firm immediately after George Watson's retirement. Also the earliest to mention the

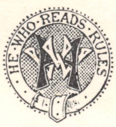
Aylesbury Works. There is a second imprint at the end of this book, rare because of the use of the word "Messrs.," if not unique:

London: Printed by Messrs. WATSON AND HAZELL, 5, Kirby Street, Hatton Garden.

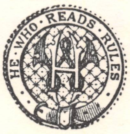
The imprint at the beginning of the book, referred to above as mentioning Aylesbury, was probably a late addition to advertise the new country Branch.

BLOCK IMPRINTS

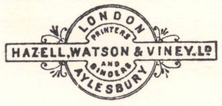
THIS is a convenient place at which to mention Block Imprints, for the first of a selection reproduced here belongs to the year 1867:


HE WHO READS RULES

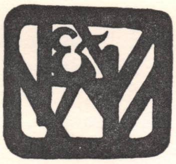
1


HE WHO READS RULES

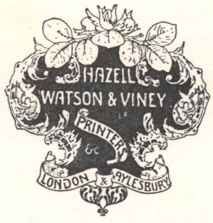
2


LONDON
PRINTERS
HAZELL, WATSON & VINEY, LD.
AND
BINDERS
AYLESBURY

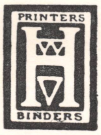
3



4


HAZELL
WATSON & VINEY
LD
PRINTERS
&C
LONDON & AYLESBURY

5


PRINTERS
BINDERS

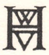
6

No. 1 appears on printed matter and on the Firm's note-headings in 1867 and for some years afterwards. No. 2 is a later variant of this colophon.

No. 3 belongs to the Eighties, and was probably made in 1884, the year in which the business became a limited company.

No. 4 is a colophon of the Nineties.

No. 5 was drawn in or after 1898 by Walter Crane, the noted illustrator. The name of the Firm is given both in words and in rebus form, the fruit of a hazel-tree being used as a decorative motif.

No. 6 is early Twentieth Century, and shows the beginning of the reaction against "fussiness," which has reached its fulfilment at the present day, when HAZELL's colophon, beautifully clear and simple, is cast on the monotype thus: 

1869

Printed for the Proprietors by **Gregory** & Co., 28, Charles Street, Hatton Garden, and Published, &c.

From *The Marylebone Mercury*, December 4th, 1869.

Mr. Gregory introduced several contracts to the Firm on condition that his imprint was used.

London: Printed and Published by **Richard John Donovan**, 260a, Whitechapel Road, E. No. 640, Saturday, December 18, 1869.

From *The East London Observer*. This imprint is taken from an issue of the paper containing an Editorial note (reproduced on page 78) showing that Watson & Hazell were the actual printers. The contract for *The East London Observer* was only a temporary one, taken at very short notice owing to the usual printer being out of action through fire or some other cause. Watson & Hazell were remarkably well organised even in those days, and in consequence secured many rush contracts at a time when the business was being built up and such contracts were welcome.

1873

The business of Rogerson & Tuxford, 265 Strand, was acquired by **Hazell**'s in August 1873, together with a number of publications, one of which was *The Mark Lane Express, Agricultural Journal*, &c. George Parker Tuxford printed issues up to August 11th, but from August 18th the imprint was:

Printed by **Watson** and **Hazell**, at 265 Strand; and Published by **Isaac Alger**, at the same Address, where *only* communications (post paid) are to be addressed. Orders received by W. H. **Smith** and **Son** (Johnson's Newspaper Office), 1, Eden Quay, Dublin, and by all their Agents in the principal towns in Ireland.—Monday, August 18, 1873.

In the following issue, " London, W.C." was added after the word " Strand."

A special edition of *The Mark Lane Express* was printed by **Hazell**'s and called *The Gardeners' and Farmers' Journal*. A special imprint was used for this:

Printed by D. M. Aird, 170, Fleet Street,

and it showed John Hutton, 16, Catherine Street, London, as the publisher. *The Gardeners' and Farmers' Journal* had really been merged with *The Mark Lane Express*, but its postal subscribers had an issue with the old name. Thus readers of *The Gardeners' and Farmers' Journal* could say that their paper had absorbed *The Mark Lane Express*, and vice versa! All risks of upsetting conservative country folk were thereby avoided.

1875

The taking into partnership of J. Elliott Viney from July 1st, 1875, necessitated a change of imprint to:

Hazell, Watson, and Viney, Printers,
London and Aylesbury.

In the same year we find:

Aylesbury:
Printed by Hazell, Watson, and Viney.

This is a rare imprint, as it does not mention the London Branch. It appears in a book printed for private circulation, *A Buckinghamshire Story of 1663*. The author is anonymous.

1879

A MAGNIFICENT folio volume was printed at Aylesbury in this year. It has a title-page that is a joy and an example of Henry Jowett's best work at Aylesbury, as good as anything he did for Ruskin. The book is called *The History of Yorkshire*, by Marshal General Plantagenet-Harrison, H.K.G. The bold imprint on the title-page is:

London and Aylesbury:
Printed by Hazell, Watson, and Viney
MDCCCLXXIX.

1884

IN this year the Firm became a Limited Company, and at first it celebrated its new status by printing " Limited " in full:

Printed by Hazell, Watson, and Viney, Limited, London and Aylesbury.

From *Vagabunduli Libellus*, by J. A. Symonds, printed for Kegan Paul, Trench, and Co.

Mr. Walter Hazell favoured the abbreviation " Ld." instead of " Ltd.," and it was often used until early in this century. Though distinctive, it was found unsuitable in certain circumstances. Thus:

Published by So-and-So, *Ltd.*, and Printed by Hazell, Watson & Viney, *Ld.*

Accordingly it was given up in the interests of uniformity of style.

In October of 1884 HAZELL's founded *The Amateur Photographer*, but its first issues bore the imprint of John Smith & Co. The reason for using it here is not now known. The goodwill attaching to the name of John Smith was of considerable value, but in connection with legal forms rather than with periodicals. Ford & Tilt, whose business HAZELL's acquired in 1884, had used the John Smith imprint extensively, and HAZELL's continued the practice for many years for their County Court work.

1885 TO THE PRESENT DAY

APART from the abbreviation " Ld.," referred to above, the imprint during the last fifty odd years has varied only slightly. The comma after Watson and the ampersand were used optionally for many years. Occasionally, as in *The King's Jubilee Speeches* (first collected edition, limited to 100 copies, May 1935, which the author of this history compiled), we find:

Hazell, Watson & Viney, Ltd.,
52, Long Acre, W.C.2.

with no mention of the Aylesbury Branch.

The present-day full imprint, however, has become virtually stabilised as:

Made and printed in Great Britain by
Hazell, Watson & Viney, Ltd.,
London and Aylesbury.

The title-page of this History furnishes an exception, the name of the Firm appearing without commas or a full point, in accordance with the modern practice of omitting punctuation in displayed matter.

APPENDIX VI

REPRINTED FROM

THE TIMES

COMPANY MEETINGS

Friday June 23 1939

HAZELL, WATSON AND VINEY, LIMITED

CENTENARY CELEBRATION

STEADY PROGRESS IN A DIFFICULT YEAR

MR. RALPH C. HAZELL'S REVIEW

The Annual Meeting of Hazell, Watson and Viney, Limited, was held yesterday at the head offices of the company, 52 Long Acre, London, W.C.

Mr. Ralph C. Hazell, the chairman, in moving the adoption of the report and accounts, said:—Ladies and gentlemen,—I beg to submit to you the annual report on our trading for the past year.

Our business was founded a hundred years ago by William Paul, who set up his first hand press in a small dwelling-house in Kirby Street in the year 1839.

Forty-five years later, in 1884, the firm was converted into a public company. It is satisfactory to recall that ever since the foundation of the company dividends have been paid regularly to the Ordinary shareholders at rates which represent an average of about 9½ per cent., and during recent years these dividends have been paid free of tax. In addition bonus dividends and bonus shares have been distributed from time to time.

A.R.P. and Taxation

Owing to the inevitable difficulties created by the international situation, we have this year no striking new developments to record. In recent years the business has grown rapidly. The past year, however, has called rather for strengthening and safeguarding our existing undertakings than for launching out on new ventures. We have incurred considerable expenditure on Air Raid Precautions, using the term in its widest sense, and we believe that we are doing all we can to minimize the effect of a possible emergency, should it occur. The increasing burden of taxation has also left its mark on the profits of recent years.

Profits Distribution

I do not think that the shareholders were greatly surprised to learn that the profits are less than those of the previous year, but the directors hope that in the circumstances to which I have referred they will consider that the result is satisfactory.

Before examining our proposals for dealing with the profits I would like to comment in detail on the various items in the balance-sheet.

After dealing with the balance-sheet the chairman proceeded:—We recommend that £5,000 should be added to the general reserve, making it £140,000, and that the final dividend on the Ordinary shares should be 5 per cent., making a total of 8 per cent. free of tax for the year. In really prosperous years it is our custom to ask you to vote a sum equal to a week's pay as a staff bonus. We recommend the payment out of this year's profits of a staff bonus of £2,500, which will provide half a week's pay for each eligible employee.

Reserves and Centenary Bonuses

So far I have dealt solely with the profits of the past year. As, however, we are celebrating our centenary at this meeting, we can afford to take a rather broader view of the situation. We have always dealt with our profits in a very conservative manner, making full provision for depreciation and for every foreseeable contingency. We have in addition created reserves which have made it possible to enlarge the company's field of operations and to increase the profits as and when suitable opportunities have presented themselves. Our financial position is exceedingly strong. Our general reserve is now £140,000, and we have a reserve for taxation, development, and other specific purposes of nearly £109,000.

As the undistributed profits of former years amount to a substantial sum, the directors have much pleasure in recommending that we should mark our centenary by withdrawing £13,302 from the general reserve, and that we should utilize this amount to provide a 2 per cent. centenary bonus, free of tax, for the Ordinary shareholders, and to set aside £5,500 for a centenary staff bonus. £5,000 of this latter sum will provide a week's pay for the employees, thus giving them a total bonus this year of one and a half week's pay. The remaining £500 will enable us to make a gift of £5 to each of the company's pensioners, who number about 100.

Employee Shareholders

The directors are confident that unanimous approval will be given to their proposals for the benefit of the employees. A large proportion of the staff are employee shareholders and much of the success of the business is undoubtedly due to the good understanding and to the spirit of cooperation which has always existed between the staff and the management.

Publication of "A Century in Print"

We shall publish shortly and distribute to shareholders and others a Centenary History of the business, written by Mr. H. J. Keefe. In this book the author relates the story of the growth of our firm from very modest beginnings, through periods in early days which were often difficult and sometimes even critical, until, through the determination and ability of our founders the business was firmly and securely established. In addition to presenting a history of our firm, the book contains much interesting information about the gradual improvement of social conditions, the spread of education, the increased demand for reading, and the evolution of modern printing processes as illustrated by the books and periodicals produced by our firm during the past century.

Steady Development

Our main business, that of letterpress printers and binders, continues to develop steadily on well-established lines. The new photogravure printing department at Aylesbury is now fully equipped and is producing work of excellent quality. Further plant has recently been ordered.

Our associated businesses, a full list of which is printed on the back of the annual report, continue to contribute to the turnover of our factories and to the profits earned by the parent company.

Relief Pens

The Relief Nib and the Relief Fountain Pen continue to hold their outstanding position in the pen trade. During the year we have increased our range of pen products by placing on the market in conjunction with our friends, the Esterbrook Pen Manufacturing Company, the Re-New-Point fountain pen. This pen has certain unique features and we anticipate a large sale for it.

LETTS QUIKREF DIARIES

Among our other associated businesses I would mention specially Letts Quikref Diaries, Limited, with their widening range of general and specialized diaries, and also Jordan and Sons, Limited, the well-known company registration agents. The latter company, through their technical publishing department, obtained a good reception for their books and charts dealing with A.R.P. Taylowe, Limited, our carton printing business at Slough, was affected, like most firms in their particular trade, by the political situation, but I am happy to report a considerable improvement in this business in recent months.

ORGANIZING FOR THE FUTURE

It would be unwise to attempt to make any prediction as to the probable results of the current year's trading. I can, however, assure you that the business is organized and equipped with both plant and personnel so as to take immediate advantage of any general improvement in trade which will doubtless occur as soon as the present political uncertainty is removed.

Mr. J. CROWLESMITH, the deputy chairman, seconded the motions, which were carried unanimously, after the adoption of an amendment voting 1,000 guineas as a centenary bonus to the directors.

At the conclusion of the formal business a very pleasant informal incident occurred. Miss Jessie Tutt, of the Long Acre Bindery, presented to Mrs. Ralph Hazell on behalf of the Employee Shareholders a beautiful basket of flowers consisting of exactly one hundred carnations—one for each year of the existence of the business. Mrs. Hazell, who was delighted with this most happy thought, thanked the donors warmly for their gift.—From the *Bucks Advertiser*, Friday, June 30th, 1939.

APPENDIX VII

HAZELL'S AND THEIR SUBSIDIARY AND ASSOCIATED ENTERPRISES

HAZELL, WATSON & VINEY, LIMITED

at 52 Long Acre, W.C.2

London Printing and Binding Works for Periodical, Commercial, and Legal Printing, &c. Head Office and Secretary's Department.

at 160 Shaftesbury Avenue, W.C.2

Wholesale Showrooms and distributing centre for the sale of Esterbrook Relief Nibs, Relief and Re-New-Point Fountain Pens, and "Push" Pencils; Eberhard Faber Pencils and Erasers, Andersons (Edinburgh) Ltd., Stationery, &c.; Andrew Levy & Co. Ltd. Stationery.

at Aylesbury

Printing and Binding Works for Books, Catalogues, Periodicals, Colour Printing, Photogravure Printing, &c. Printing Ink Factory.

HAZELL'S ADVERTISING SERVICE, 52 Long Acre, W.C.2

Provides a complete advertising agency service.

JORDAN & SONS, LIMITED, 116 Chancery Lane, W.C.2. (City Branch: 13 Broad Street Place, E.C.2)

Company Registration Agents, Printers, Legal and Financial Publishers, Trade Mark Agents and Stationers. Offer a complete service in connection with the registration of Companies, the printing, circulating, and advertising of Prospectuses and similar matters.

LAKEMAN & TUCKER, LIMITED, 53 Long Acre, W.C.2

Commercial Jobbing and Colour Printers.

LETTS QUIKREF DIARIES, LIMITED, 160 Shaftesbury Avenue, W.C.2

Publish a complete range of diaries for all purposes. Specialists in Advertising Diaries.

E. E. MILLER, 52 Long Acre, W.C.2

Parliamentary Printer.

MORBECK GRAVURE, LIMITED, 52 Long Acre, W.C.2, and at Aylesbury

Photogravure Printers.

SYNDICATE PUBLISHING CO., LIMITED, 52 Long Acre, W.C.2

Publishers of specialised books for industry, mail order, and advertising schemes, &c.

TAYLOWE, LIMITED, Slough Trading Estate.

Photo and Chromo-Lithographic Offset Printers and Carton Manufacturers.